

EXPOSITION EDITION



ISSUED AS A SUPPLEMENT TO THE HILLCREST NEWS

California Pacific International Exposition

San Diego, California

May 29 to November 11, 1935



FRANK G. BELCHER

President, California Pacific International Exposition



Directors

President—Frank G. Belcher, jr.

Vice Presidents—Congressman George Burnham, Joseph E. Dryer, John F. Forward, Jr., John Lawrence Fox, Samuel I. Fox, Guilford H. Whitney.

Secretary—Roy E. Hegg.

Treasurer—Emil Klcka.

Director—Zack J. Farmer.

Executive Manager—J. David Larson.

Executive Secretary—Frank Drugan.

Director of Exhibits—Waldo T. Tupper.

Honorary Presidents—

Lazaro Cardenas, President of Mexico.

Frank F. Merriam, Governor of California.

Honorary Vice Presidents—

Governors of Western States.

Governors of Mexican Border States.

John W. Troy, Governor of Alaska.

Admiral J. M. Reeves, Commander-in-Chief of United States Fleet.

Other foreign and national dignitaries.

Chairman of the Board of Directors—G. Aubrey Davidson.



San Diego's Public Officials
join with all San Diego citizens in inviting you to attend the Exposition



THOMAS WHELAN
San Diego District Attorney

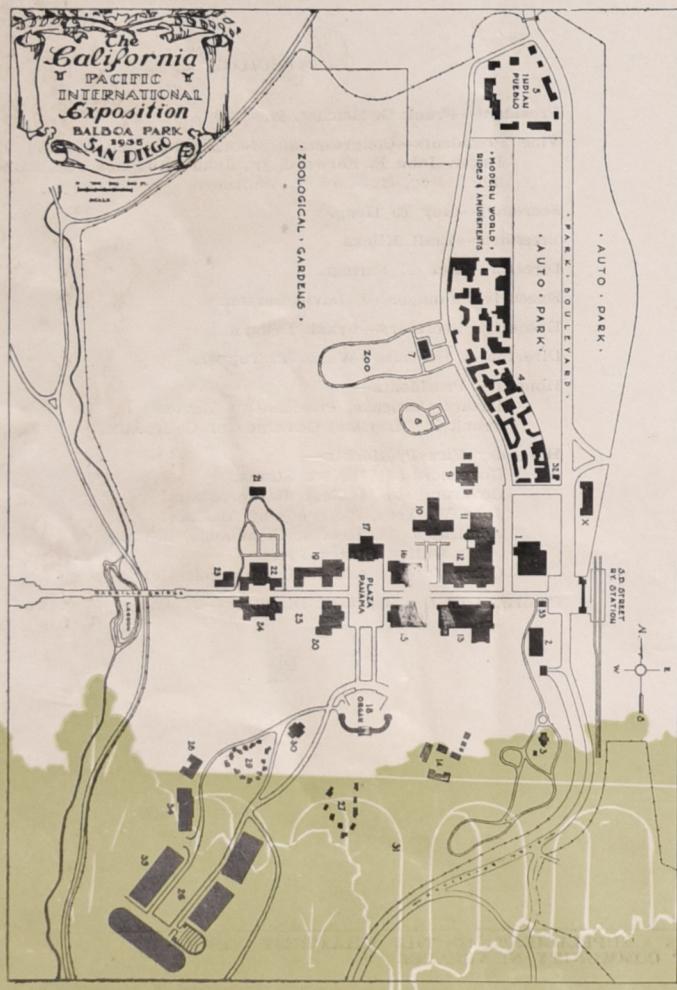


PERCY J. BENBOUGH
Mayor of San Diego



ERNEST W. DORT
San Diego Sheriff

These and other officials pledge their best efforts to make your visit in San Diego enjoyable



EXPOSITION GROUNDS

(See accompanying map)

1. Palace of Natural History.
2. Park Service Building.
3. Girl Scouts Building.
4. Villages of the World and Midway.
5. Taos—the Indian Village.
6. San Diego Zoo.
7. Turtle Farm.
8. Japanese Group.
9. Botanical Building.
10. Palace of Foods and Beverages.
- 11-12. The Modern Home.
13. Golden Gulch.
14. House of Hospitality.
15. Cafe of the World.
16. Palace of Fine Arts.
17. Spreckels Outdoor Organ.
18. Palace of Science.
19. Children's Palace.
20. Zoological Research.
21. San Diego Museum.
22. Park Board.
23. San Diego Museum Annex.
24. Alcazar Garden.
25. Palace of Water and Transportation.
26. Mexican Village—Taxco.
27. Palace of Education.
28. House of Pacific Relations.
29. Floral Building.
30. Electric Substation.
31. Fire Station.
32. Bank and Information.
33. Palace of Motion Pictures.
34. Palace of Electricity and Varied Industries.



• Bay Bound San Diego. Exposition Grounds are in Balboa Park (left center).

A Living Portrayal of Progress

The California Pacific International Exposition stands as a monument to man's accomplishment. Here, the story of man's advancement through the ages will be depicted in a living panorama of color and action, showing not only what has been done, but how it has been done. The harnessing of the elements, the story of progress in travel, man's physical and cultural development, varied achievements of the nations in art, commerce and

industry—all will be portrayed in animated fashion. With this story of man's advance forward to a better scheme of life and civilization, there will be pleasing and restful contrasts—in reproductions of Old World gardens, in the quiet shadows of Old Spain and in palm-shaded patios. In the Villages of the World, there will be a continuous entertainment program and carnival spirit that will lift all cares from your shoulders. In short, the Exposition offers everything that is to be desired.

A TOUR OF THE EXPOSITION

MANY trips must necessarily be made to fully enjoy the educational and entertainment features of the California Pacific International Exposition. Accordingly it is suggested that the first trip be made with the idea of general inspection, gathering a complete picture of the entire grounds, and gaining realization of the Exposition's aim—that of presenting a beautiful and striking record of the growth of the Southwestern United States, and California in particular, from a vast area inhabited by primitive Indians to a modern unit of a great nation in both cultural and commercial life.

ENTRANCE

The main entrances to the Exposition for street car and pedestrian traffic are the West Entrance, reached by No. 1 and No. 3 street cars and special busses running into the grounds from Third and Broadway, and the East Entrance, reached by No. 7 and No. 11 cars. Although the East Entrance is closer to the grounds, the best picture of the entire group of impressive buildings is gained by approaching the West Entrance across the great Cabrillo Bridge.

The Cabrillo Bridge is 1010 feet long. It rises 135 feet from an artistic pool entirely covered with a heavy growth of water lilies and lotus flowers. Built in 1915, it was the first reinforced

concrete viaduct of the cantilever unit type ever built. From it a view to the south reveals the city of San Diego and the bay encircling Coronado and the Silver Strand, with the blue mountains of Mexico in the distance.

Turning to the north, the visitor sees a wild natural canyon with fenced ranges where deer, bison and animal herds of the Zoo quietly browse in the sunshine. Straight ahead, the Exposition buildings, ranging in exquisite architecture from old Spanish style to the modern, with the primitive Mayan and Pueblo style in between, form an unforgettable picture set in natural beauty. On all sides, the extensive planting which has made the 1400-acre Balboa Park one of the beauty spots of Southern California, presents an array of trees and shrubs which will grow nowhere else in the United States except in the mild climate of San Diego.

TO THE PLAZA DEL PACIFICO

Passing the West Entrance, one enters the Avenue of Palaces, lined with ornate buildings of Spanish Renaissance architecture. Immediately on the left is the San Diego Museum, with a high tower enclosing a winding staircase. Climbing the stairs is recommended, for from the tip-top, one can see from Mexico to the far-distant San Bernardino mountains and from the blue Pacific to the eastern hills of the Coast Range. The same van-

tage point affords a magnificent bird's eye view of the Exposition.

Next on the left lies the Palace of Science, containing commercial scientific exhibits. Across the small plaza from the tower building is the San Diego Museum annex, which houses also the quaint Chapel of St. Francis. A few steps along the arched walk brings one to the entrance of the Alcazar Gardens, a gem of formal landscape gardening and duplicate of the famous gardens of Seville. The gardens feature a display of rainbow-hued pansies of unusual size, and offer a place for quiet reflection on ample seats arranged around a sparkling fountain. Beyond these gardens, still on the right, lies the House of Charm. A great paved square, a typical Spanish plaza, is now revealed.

THE PLAZA DEL PACIFICO

The north side of the Plaza del Pacifico, (to the left of the visitor) is closed by the magnificent Palace of Fine Arts, considered the finest example of Spanish Renaissance architecture in the United States. The northeast corner is occupied by the Cafe of the Worlds, a fully equipped restaurant of huge proportions. Across the Avenue of Palaces from it is the House of Hospitality, where public lounges are located, and where out-of-state visitors may locate San Diego friends through a registration service. Directly south, or in back, of the House of Hospitality lie the extensive Moro Gardens, where cool shade is found in a tri-layer replica of one of the most famous gardens in the world. The extreme south end of the Plaza is closed by the world-unique \$1,000,000 outdoor organ where daily concerts are a special feature.

THE PALISADES

Beyond the Organ, the group of modern and Pueblo buildings known as the Palisades group lies on a road which loops in a long oval starting to the right of the Organ Pavilion. Keeping to the right along a cool, shaded walk, the first building seen is the Palace of Education, of Pueblo style, in which the principles of the purpose of modern education are set forth in arresting color and beauty. The group of cottages opposite the Palace of Education is known as the House of Pacific Relations, and flies the colors of many nations.

Still bearing to the right, the highly interesting and entertaining Palace of Motion Pictures offers a glimpse of moviedom, with the happy prospect of seeing some famous star actually making a picture.

The California State Building next rises in white splendor, housing the colorful county exhibits of the state and emphasizing the basic industries of the Golden Bear State.

The road here turns at the end of its loop, with the Palace of Ford Exhibits closing the end of the Palisades. In addition to instructive commercial exhibits, the Roadway of the Worlds, lying behind the Ford building, offers one of the high-spots of entertainment and education.

The visitor faces north again after leaving the Ford building. To his right lies the Ford Music Bowl where a huge symphony orchestra gives splendid concerts. The large building to the right is the Palace of Electricity and Varied Industries, where the romance of the progress of machines and man's most powerful helper, electricity, is traced with commercial displays.

Next the Palace of Water and Transportation offers a picture of the progress of travel on land and sea, and the amazing story of the water development which preceded and followed all progress in the West.

To the left, in the very center of the Palisades, the Standard Oil Building houses an amazing show both entertaining and commercial in character.

Following the road to the left of the Standard Oil Building, the Palace of Federal Exhibits is seen, in which every important department of the Government is represented with instructive exhibits. A trip through this building reveals the extent to which modern day Government reaches into the lives of every

man, woman and child, affecting every phase of current existence.

The proposed tour then carries the visitor back to the Organ and the large Plaza del Pacifico, with the eastern portion of the Exposition ahead for further inspection.

FURTHER ON THE AVENUE OF PALACES

Facing east once more on the Avenue of Palaces after a tour of the Palisades and the Plaza, one has on the left the Cafe of the Worlds, and on the right the House of Hospitality. Cool-shaded walks connect the latter with the Palace of Better Housing, part of which is devoted to the administration offices of the Exposition. Back of the Palace of Better Housing, and reached by passing through the interesting exhibits, is the FHA "Model Town," a novel and worthwhile sight. Beyond this Palace, still on the right, or south side of the Avenue, lies the entrance to Amusement Gulch and the entrance to spacious Pepper Grove, where picnic tables are provided and where children are offered a playground. Passing the small Bank of America, one is confronted by the East Entrance with its great stone gateway copied from various portals of Old World Spain.

On the left, or north side of the Avenue, after leaving the Cafe of the Worlds, one comes to the calm, mirror-like pool filled with flashing goldfish which extends before the Botanical Building, a cool, moist place of rare tropical trees and flowers. A visit to the huge lath-covered structure will afford a glimpse of curious beauty. A winding path to the right back of this building leads through a dense grove to the Zoo and to the Japanese Pavilion, but is to be taken only as a diversion, because one should not miss the largest Palace of the Exposition, that of Foods and Beverages, which is housed in two adjoining buildings forming the corner of the Avenue of Palaces and the avenue of Nations, coming in from the left. Across the Avenue of Nations from the Palace of Foods and Beverages lies the impressive Palace of Natural History, embracing many striking and elaborate permanent exhibits which are said to be some of the finest in the world.

THE AVENUE OF NATIONS

The Avenue of Nations connects the North Entrance, where a spacious parking ground for automobiles is provided, south to the Avenue of Palaces.

Starting northward, turning to the right off the Avenue of Palaces, one passes the Tile and Pottery Building, where colorful displays of the commodity gladden the eye; past the Model Home, to the San Diego Zoo, one of the finest in the world and second only in size to the Bronx Zoo of New York. One entire morning should be devoted at some time to a leisurely tour of the extensive grounds where animals of every type are housed in outdoor cages and open grottoes, a feature only San Diego's mild climate will permit. Across the wide street is the Mexican Village, an extensive group of buildings in which the arts and culture of our southern neighbor are beautifully displayed.

Passing the arresting Villages of the World, one comes to the entrance to the riot of fun and color—the Midway—where the cream of the world's amusement is offered for enjoyment. Here are found the breath-taking thrills, the spectacles of curiosity, the unique and bizarre in exhibits and fun. Features surely not to be missed are the Midget City and Midget Farm, where, in full view of the public, the little people live their daily life with their ever-present hospitality and friendliness.

At the extreme north end of the grounds is the Northern Entrance, flanked by the Indian Village, where one may enter and enjoy a few hours with the Indians of the Southwest living there and executing their daily routine for the wonderment of the visitors.

After a trip of this kind, one is ready to walk a block or two east to the street car and return to the city. But already one will have a lasting vision of the entire Exposition, as well as an idea of the many places in which one wishes to linger some other day and exhibits one wishes to particularly study.

SPECIAL EXPOSITION EVENTS

THURSDAY, MAY 30
Calif. Congress of Parents and Teachers
Veterans of Foreign Wars

SATURDAY, JUNE 1
Shrine Day
Scottish Rite Women
Fresno Day

SUNDAY, JUNE 2
All Catholic Day (Pontifical Field Mass)

MONDAY, JUNE 3
Disabled American Veterans
Executives Association

THURSDAY, JUNE 6
Ladies of the G. A. R.

SATURDAY, JUNE 8
Hotel Greeters' Association

SUNDAY, JUNE 9
United Commercial Travelers
American War Mothers
Salvation Army

TUESDAY, JUNE 11
Retail Furniture Dealers' Association
San Diego Army and Navy Academy

FRIDAY, JUNE 14
Daughters of the American Revolution
S. D. Senior High School

SATURDAY, JUNE 15
Turnverein Day
National League of District Postmasters
League of California Municipalities

SUNDAY, JUNE 16
National Congress Naturopaths
International Typographical Union
Nat'l A. A. U. Volley Ball Championship
Calavo Growers of California
Calif. Garden Club Federation

WEDNESDAY, JUNE 19
Calif. State Veterinary Medical Assn.

THURSDAY, JUNE 20
Calif. State Spiritualist Association
W. C. T. U. Association

SATURDAY, JUNE 22
Long Beach Day
Bell Telephone Employees
Metropolitan Water Dist. of So. Calif.
Twenty-Thirty Club
County Treasurers Association of Calif.

SUNDAY, JUNE 23
Imperial Valley Day
Banning-Beaumont Day
Lions Club—Western District

MONDAY, JUNE 24
State Federation of Women's Clubs

TUESDAY, JUNE 25
State Federation of Women's Clubs
S. D. Electric Railway Co. Day

WEDNESDAY, JUNE 26
Christian Endeavor Day

THURSDAY, JUNE 27
Pacific Advertising Clubs
Calif. Pharmaceutical Association

FRIDAY, JUNE 28
S. D. High School Alumni Association

SATURDAY, JUNE 29
A. E. O. Scioits Day
Pot & Kettle Clubs Day
Calif. County Planners' Association
Junior Chamber of Commerce
Neighbors of Woodcraft
Sigma Chi Day
Long Beach Day

SUNDAY, JUNE 30
De Molay Day
Calif. Assn. of Collection Agencies

MONDAY, JULY 1
American Assn. of University Women
Canadian Legion
Canadian Legion Auxiliary

WEDNESDAY, JULY 3
B'nai B'rith Association

FRIDAY, JULY 5
Mazdaznan Day

SATURDAY, JULY 13
Calligator Pear Day

SUNDAY, JULY 14
Pacific Coast Dental Conference
Congregational Church

WEDNESDAY, JULY 17
Republican Women's Fed. of S. D. Co.

FRIDAY, JULY 19
United Daughters of the Confederacy
Braille Club of California

SATURDAY, JULY 20
San Joaquin Valley Day
American Bar Association
California Assn. of Postmasters
Radio Amateur Association

MONDAY, JULY 22
Swedish Day

FRIDAY, JULY 26
California Real Estate Association
Food Mfrs. & Food Brokers

SUNDAY, JULY 28
Pacific Coast Association of Magicians

SATURDAY, AUG. 3
Girl Reserves of Y. W. C. A.

SUNDAY, AUG. 4
San Diego Beauty Operators Assn.
Blue Star Championship Yacht Regatta
National Elks Day

MONDAY, AUG. 5
Pac. Coast Championship Yacht Regatta
Rainbow Division, A. E. F.

SATURDAY, AUG. 10
Kiwanis Club
National Assn. of Retail Meat Dealers

SATURDAY, AUG. 17
Arden Dairy Farms
Knights of Pythias

SUNDAY, AUG. 18
National Assn. of Postal Supervisors
Delta Sigma Theta Sorority

WEDNESDAY, AUG. 21
Music Teachers Assn. of Calif., S. D. Branch

THURSDAY, AUG. 22
National Radio Day

SATURDAY, AUG. 24
National Negro Day

SUNDAY, AUG. 25
Young Ladies Institute

SATURDAY, AUG. 31
Richfield Oil Co. (Jimmie Allen Day)
Pan-Hellenic Day

SUNDAY, SEPT. 1
Cactus and Succulent Soc. of America
Gold Star Mothers
Modern Woodmen of America
Richfield Oil Co. (Jimmie Allen Day)

MONDAY, SEPT. 2
Western Public Golf Championship

SATURDAY, SEPT. 7
Calif. State Firemen's Association

MONDAY, SEPT. 9
Native Sons and Daughters
S. W. Section International Elec. Eng.

SUNDAY, SEPT. 14
Stanford University Day
Women's Benefit Association

MONDAY, SEPT. 16
Mexican Independence Day

TUESDAY, SEPT. 17
Calif. State Federation of Labor

THURSDAY, SEPT. 19
Race Relations Day

FRIDAY, SEPT. 20
Ben Hur Life Assn.

SATURDAY, SEPT. 21
Daughters of Scotia

SUNDAY, SEPT. 22
Spanish War Veterans
National Guard Day

SATURDAY, SEPT. 28
Calif. State Nurserymen's Association
Campfire Girls

SUNDAY, OCT. 6
Boy Scouts of America

SATURDAY, OCT. 12
Knights of Columbus

TUESDAY, OCT. 15
Girl Scouts National Delegates
Calif. Assn. of Highway Patrolmen
Calif. Circulation Managers' Assn.

SATURDAY, OCT. 19
Soroptimist Day

SATURDAY, OCT. 26
Republican Women's Fed. of S. D. Co.
Church of God (So. Calif. Council)

SUNDAY, OCT. 27
Fraternal Order of Eagles Day

TUESDAY, OCT. 29
Chamber of Commerce Day

FRIDAY, NOV. 1
State Farm Insurance Companies

SATURDAY, NOV. 2
Girl Scout Day

SUNDAY, NOV. 3
Calif. State Fraternal Congress

MONDAY, NOV. 11
American Legion
American Red Cross

Special State Days

Monday, July 1—Canadian Day.
Thursday, July 4—Dixie Day.
Friday, July 12—Kansas Day.
Wednesday, July 24—Utah Day.
Sunday, July 28—Ohio Day.
Wednesday, July 31—Michigan Day.
Thursday, Aug. 1—Colorado Day.
Saturday, Aug. 10—Missouri Day.
Sunday, Aug. 11—Wisconsin Day.
Thursday, Aug. 15—New Mexico Day.
Saturday, Aug. 17—Montana Day.
Wednesday, Aug. 21—Texas Day.
Tuesday, Aug. 27—Maine Day.
Monday, Sept. 9—California Day.
Wednesday, Sept. 11—Wyoming Day.
Thursday, Sept. 12—Indiana Day.
Saturday, Sept. 14—South Dakota Day.
Tuesday, Sept. 24—Iowa Day.
Thursday, Sept. 26—Oregon Day.
Saturday, Oct. 5—Minnesota Day.
Saturday, Oct. 12—Illinois Day.
Saturday, Oct. 19—Nebraska Day.
Wednesday, Oct. 23—Pennsylvania Day.
Friday, Oct. 25—Washington Day.
Wednesday, Oct. 30—Idaho Day.
Friday, Nov. 8—Alaska Day.



• Palace of Motion Pictures

GENERAL ARCHITECTURE OF THE EXPOSITION

Nestled amid the rich, semi-tropical foliage of San Diego's 1400-acre Balboa Park is the California Pacific International Exposition, with architectural beauties of the Old World and the New World united in perfect harmony. In addition to using the permanent buildings of Spanish Renaissance design, the builders of the Exposition, with Richard S. Requa as supervising architect, have created a new school of thought which combines the outstanding features of Pueblo and Mayan architecture in the creation of edifices that are at once modern in the simplicity of line and mass formation, and age-old in the preservation of the traditions of ancient civilizations.

Although the purpose of the Exposition is primarily to herald the new achievement of the Southwest, it is impossible for any effort based along those lines to exist without making the Indian and his art an integral part of the whole scheme. The vanishing American has left an indelible imprint on both architecture and culture in this part of the United States.

It is true that all the buildings of the Exposition are not of Indian or modern design. The broad Avenue of Palaces is lined with rich, beautiful examples of Spanish Renaissance, or Spanish Colonial, architecture. Many of these permanent buildings were planned by the late Bertram Goodhue, and are studied by architects from near and far. The Museum, with its cathedral tower, ornate frontispiece and beautifully carved doors, is considered one of the finest structures of its type anywhere. The Palace of Fine Arts is famous as the finest individual piece of Spanish Renaissance architecture in the entire United States.

But in this land of the Indian, where the hills bear great Indian names and the memory of old Spanish Mission days is in the hearts of pioneers, the Exposition builders have gathered inspiration from native America. The tribal, racial and religious characteristics of the Indian influenced his building, pottery and jewelry designs.

The Palisade group of the Exposition buildings employs the best features of Mayan and Pueblo architecture along with the latest modern designs with happy effect. Mayan compactness of mass formation is blended with modern simplicity of line. Ultra-modern lighting by skylight, eliminating the necessity of windows,

offers broad, flat surfaces which are strikingly adorned with heavy bands of Mayan ornamentation.

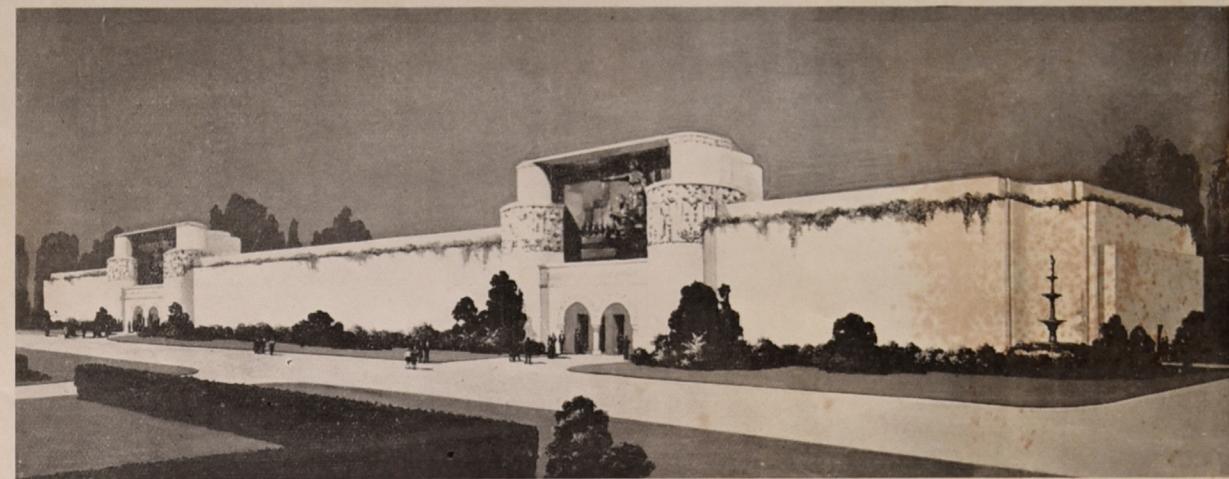
The California State Building and the Palace of Electricity and Varied Industries, of the Palisade group, offer beautiful examples of this combination of modern and Indian art. Both are rectangular buildings, plain in exterior except for heavy bands of carved Mayan ornamentation in color. Massive colored murals depicting stories in stone distinguish the entrances, which are also paved with colored cement in pictures of symbolic meaning. A tropical note is also included on these buildings with the use of hidden flower boxes on the cornices, permitting trailing flowering vines to add color to the exterior.

The Palace of Education, also in the Palisades group, is the finest example of Pueblo architecture outside of the Indian Village at the extreme north entrance. Its set-back style of construction, with the very smallest of windows, exposed, unplaned rafters and colorful drapes for protection from the sun, is typical of early Indian structures.

Much of the credit for interior decoration, of Indian design, used in all the buildings, goes to Juan B. Larrinaga, famed Hollywood scenic artist, who acted as supervisor of the architectural and art section of the Exposition building, working with Mr. Requa.

In planning the Exposition, its builders looked beyond the opening day. Contrary to previous expositions, notably the Chicago World Fair, which made use of the spectacular and bizarre both in architecture and in dazzling lighting effects, the planners combined beauty and authenticity of architectural style with the natural beauties of the park setting. Rather than present a temporary show with an eye only to the amazing and ultra-modern, they directed their efforts with the idea of gathering together the wonders of the world for inspection, with special emphasis on the growth and culture of the Southwest. They wanted visitors to grasp the romance, color, and glamour of the Old World in an exotic Spanish and Indian setting.

They believe that their aim has been fulfilled and that in addition to providing a high standard of entertainment, they have offered visitors from the world over a page from the history of the making of an empire, the story of California.



• Palace of Electricity and Varied Industries

EXPOSITION BUILDINGS

Palace of Electricity and Varied Industries

This beautiful and modern building is located in the Palisades Group, adjacent to the Ford Music Bowl. Of low, rectangular shape, it is truly modern in design, with massive bands of Mayan decoration skirting its entrances.

Colorful symbolic murals over its doors depict the spirit of ultra-modern perfection of machinery and the enslavement of nature's greatest force—electricity—for the advancement of civilization.

Within the building attention is arrested by extensive displays of an amazing array of modern machinery which enables man to reach a high point of efficiency with the mere operation of a lever or the pushing of the button. The exhibits are divided into two separate sections. One section includes every modern machine, large or small, which does not come under the heading of science, preparation of food, or comfort of the home, and would therefore be shown in Palaces devoted to those particular types. For instance, noiseless typewriters, the miraculous business machines which save hours of toil in present day business, and other machines which seem to use almost the ingenuity of man are displayed in the Varied Industries division.

The marvels of electricity and the uses to which it has been put in every walk of life are featured in the Electricity division. One of the outstanding exhibits here is the House of Magic, shown under the auspices of the distributors of General Electric Appliances. This unique house of fairylike wonders has also every practical electric appliance which could be used in home, office or business. A stage show, during which various tricks performed by electricity draw gasps of surprise, is one of the House of Magic features. A marvelous arrangement of music and color, blended into exquisite beauty and all done by electricity, is another highlight.

A visit to the Palace of Electricity and Varied Industries leaves no room for further argument that the period in which we are living will go down in history as the "Machine Age."

Palace of Better Housing

The Palace of Better Housing lies on the south side of the Avenue of Palaces at the place where the Avenue of Nations joins the main thoroughfare. The name itself indicates the nature of the exhibits, but cannot begin to indicate the array of color and beauty offered by national and local firms for the improvement of homes and convenience of home owners. Every feature of construction, every angle of interior decoration, every labor saving device for the housekeeper is presented.

The most outstanding exhibit of the Palace is the FHA (the Federal Housing Administration) display, visualizing the countless ways the public may benefit from the National Housing Act. There are two separate divisions of the exhibit.

Many are unable to understand the legal and technical wording of the National Housing Act. The Act is visualized by the exhibit until everyone can readily understand its theme and purpose. Dramatized by mechanical operation, a dilapidated, antiquated village is transformed into a modern, improved community. Thirty miniature homes are in this village. This "modernization magic" can be accomplished by maximum loans of \$2,000.

In the rear of the Palace is the unique "Modeltown," a community of 56 miniature homes, showing the newest types of residential construction. Fourteen types of houses in four classifications are shown, suiting the varied incomes. There are houses that can be built and owned for \$30 per month, \$40 per month, \$50 per month, and \$60 per month, under the National Housing Act for new construction. This cost includes interest, taxes, fire insurance and amortization of principal. Each classification presents different types of architecture—Spanish, French, English, etc., of one and two-story construction in frame, stucco, brick, concrete and steel.

Congress allotted \$350,000 for the building of these remarkable exhibits which are bound to start a renewed wave of home building all over the nation. It is the first time the Federal Government has ever entered an Exposition with an exhibit of this type.

Phone Hilc. 1166

Delivery Service

MILAM'S
California Cleaners
"For Those Who Care"

Complete Service

University Ave. at Kansas St., Opposite North Park Theatre

•RAY T. HYMER

We Have It! Everything For the Car

Tires, Tubes and Accessories—Greasing—Gas—Oil
5202 El Cajon San Diego, Calif.

•RAMONA Homemade Tamales

We Strive to Serve to Serve Again
Enchiladas Made When Ordered Only

2836 Juan St. Hill. 2358-W

•Advance Van & Storage

Moving, Packing, Shipping, Crating and Storage
M. Deuel, Res. 4162 Fairmount, Res. Phone, Randolph 3034
Office 4084 University, Phone Randolph 3686

•JAS. R. CHITWOOD
Mission Hills Garage

Hillcrest 2990
4010 Goldfinch Street, San Diego, California

•KEEN'S DO-NUT SHOPS

No. 1—3601 El Cajon Ave. No. 2—1830 W. Pacific Blvd.
No. 3—830 University Ave.

We Serve Good Coffee and a Wide Variety of Do-Nuts

•ANNE BAKER—HATS

Hats Designed and Restyled For the Individual
2507 Fifth Avenue, San Diego, California
Main 2365

Nat'l 530 C. V. 423

THOMAS
JERZEE FARM

Warren F. Thomas, Prop.

Complete Line of Better Dairy Products
"See Your Dairy"

Highland Avenue in Sweetwater Valley

Palace of Education

The Palace of Education, the first building to the right approaching the Palisades from the Organ, is of true Pueblo style of architecture, and houses exhibits of extreme importance in everyday modern life.

Its theme is "Education For Good Life," a thought carried throughout the exhibits and activities planned within the building. Women of the A. A. U. W. act as hostesses, while California Congress of Parent Teachers, the California Teachers Association and the National Education Association have special representation.

Various rooms of the Palace are built around a central room called the "Theme Room," distinguished by art features portraying in artistic and animated style the seven objectives of education; i. e., citizenship, wise use of leisure, vocational effectiveness, ethical character, worthy home making, international good will, health and safety. Against one wall is a beautiful mural painted by Belle Baranceanu depicting the progress of education through the Ages. The center of the room holds attention with a fountain created by Prof. Frederick Schweigardt, showing a beautiful group with youth triumphant supported by figures symbolizing home, church, school and community.

One of the most novel exhibits of the building is the Hobby Display, demonstrating the wise use of leisure time. The contributions come from hundreds of Western schools, some grammar, some high schools, including scrapbooks, bead work, whittling, etc. Prizes and medals will be awarded the most unique hobby in all classes of entries.

A demonstration Nursery School is conducted in an attractive room, with one side wall so constructed that visitors may look in upon the children without the kiddies' knowledge. The school is an example of the Federal Emergency Nursery School project, one which is gaining increasing national importance every month of the year.

Departing from an ordinary display of school handiwork, the exhibits of the Palace of Education provide both instructive and amusing visualized examples of the purpose of modern day education.

California State Building

The State Building is located in the Palisades group adjacent to the Ford Bowl and across the Plaza from the Palace of Travel and Transportation. Large prow-shaped pylons on its exterior carry the idea of progress which dominates the exhibits within. Combining the best features of modern and ancient Mayan architecture, the building is rectangular in shape, with large, flat surfaces with the bands of carved, colored Mayan ornamentation. A clever and notable feature is the planting boxes concealed on cornices without, from which vines trail down the walls in hanging garden effect. Extremely interesting are the colorful murals of the entrance and paving of the vestibule depicting the progress made by the Golden State.

The building was an SERA project, providing work for hundreds of unemployed.

Governor Frank P. Merriam broke ground for the \$90,000 structure early this year. Approximately 27,000 square feet of floor area display countless county, city and state exhibits depicting the wealth of California. The state's leading industries, such as oil, commercial fishing, agriculture, etc., are featured in the kaleidoscope of color and beauty.

2

A unique example of longevity will be displayed at the Exposition. In the Zoological Gardens will be over 200 tortoises, who range in age from six months to over 300 years.

Palace of Science

The San Diego Museum is housed in the famous tower building, erected by the State of California in 1915 at a cost of \$250,000. Since its completion, it has become an object of study by architects all over the world because of its ornate frontispieces, beautiful tower and the perfection of the huge dome topping a part of the building.

A statue of beloved Fray Junipero Serra looks out benignly at passersby from the top of the frontispiece over the entrance doors. At his left is a full length statue of Cabrillo, and at his left, Viscaino, who came to San Diego in 1602. Above Cabrillo is his patron, Carlos V of Spain; below him is a bust of Portola, the first governor of Lower California and a statue of Fray de l'Ascension, the historian of Viscaino's party. Above Viscaino is his patron, Phillip III of Spain; below him is a bust of Vancouver, first English explorer of the Southwest, and the full length statue of Fray Jaume, the first white martyr of the Pacific Coast, who was butchered by Indians at the San Diego de Alcala Mission in Mission Valley.

Scientific treasures, permanent possessions of the S. D. Museum, are housed in this famous building and in the building directly across the plaza from it. Commercial exhibits of a scientific nature will be shown in the Palace of Science, adjoining the tower building and facing on the Avenue of Palaces.

Among the unique permanent exhibits of the Palace of Science are life masks and busts of many races, taken from subjects ranging from 9 to 70 years, and presenting the facial characteristics of the American Indian, Eskimo, Mongolian, Maori, Malay, Australian, Negrito, Pygmy, Bushman and Zulu.

The development of mankind from the earliest man known, the Pithecanthropus, is portrayed in a collection of authentic busts. Sometimes called the Java Man, the ancient skull cap, teeth, and a leg bone of the Pithecanthropus were taken from a pit near Trinil, Java, in 1891. He had a brain between that of a high ape and a low species of man.

Workers in a gravel pit near Piltdown, Sussex, England, where they were excavating for a roadway, found skull fragments and a separate canine tooth of the Piltdown Man, who lived in the early Pleistocene age. This discovery was made in 1908.

The Heidelberg man was discovered by German quarrymen working at Mauer, Germany, establishing the existence of another early species of man.

Supporters of the theory of evolution point to these discoveries and exhibits in support of their claims. To the average visitor there is much about these men of bygone ages that bears striking resemblance to the ape family.

PALACE OF SCIENCE—COMMERCIAL

Exhibits telling the intricate story of scientific research lying behind the production of many modern foods, utilities, patent beverages and cosmetics are included in the commercial exhibits of the Palace of Science, adjoining the tower building housing permanent scientific treasures.

Perhaps the most spectacular display is that of the American Telephone and Telegraph Company, which includes the "speech inverter," the oscilloscope, and the magnetic recorder.

By means of the speech inverter, telephone conversations are "scrambled," applying the principle of telegraphic and radio code to the spoken word. For instance, one can say "Hello, Mr. Jones, how are you today," over the inverter, which will be received at the other as a meaningless jabber such as "mumble-jumble, gloo, gloo, gloo," etc.

The oscilloscope is a device that reproduces sound in light waves across a darkened screen.

The magnetic recorder is a Bell Laboratories development that records telephonic conversations on ordinary telephone wire, instead of employing records or sound film.

Other spectacular products of the Bell Laboratories amaze

visitors.

The study of vitamins and the story behind their discovery forms another interesting exhibit, along with many scientific devices and development of food products which add to the perfection of civilization.

Among major exhibitors are: Dictograph Products Company, Inc.; W. C. T. U. of San Diego; National W. C. T. U.; Grolier Society; Rees Staley Clinic; Pacific Coast Division of Encyclopedia Britannica; American Telephone and Telegraph; MacFadden Jewelry; Vitamin Products, Inc., and many others.

TONY'S GARAGE

334 UNIVERSITY AVE.
FINE SERVICE FOR FINE CARS
PHONE HILL 2500

"DAD JENSEN"

Enchiladas and Tamales—Real Chili
Across Street From Ramona's Marriage Place

BROOKS DRESS SHOP

Minnie S. Brooks, Prop.
Ready-to-Wear, Lingerie and Hosiery
4211 University Ave., San Diego, Calif.

•GOOD WINES

Claret and Muscatel, \$1.00 gal.

Fortified Wines—Complete Line of Liquors, Ale and Beer

FARRARA'S
4383 University Ave.

•WEISS CLEANERS & DYERS

Phone R. 9384—We Call For and Deliver
3736 El Cajon Blvd.
(San Diego Owned and Operated)

Alterations—Repairing—We Measure All Garments
Hats Cleaned and Blocked—Leather Goods

•El Prado Shoe Repair Shop

Earl J. Hinton, Prop.
El Prado Commercial, 2508 Fifth Ave.
Electric Shine and Shoes Dyed



FLY ANYWHERE ANY TIME

Modern Radio Equipt Planes
Student Flying \$8.00 per hour
Opposite Marine Base

15c per mile

Bay. 0567

LET

**Swain-Poe
Furniture Co.**

3041 University Avenue

Furnish Your Home

San Diego

Tel. Hil. 6030

Phone Hile. 1166

Delivery Service

MILAM'S California Cleaners

"For Those Who Care"

Complete Service

University Ave. at Kansas St., Opposite North Park Theatre

•RAY T. HYMER

We Have It! Everything For the Car

Tires, Tubes and Accessories—Greasing—Gas—Oil

5202 El Cajon

San Diego, Calif.

•RAMONA Homemade Tamales

We Strive to Serve to Serve Again

Enchiladas Made When Ordered Only

2836 Juan St.

Hill. 2358-W

•Advance Van & Storage

Moving, Packing, Shipping, Crating and Storage

M. Deuel, Res. 4162 Fairmount, Res. Phone, Randolph 3034
Office 4084 University, Phone Randolph 3686

•JAS. R. CHITWOOD Mission Hills Garage

Hillcrest 2990

4010 Goldfinch Street, San Diego, California

•KEEN'S DO-NUT SHOPS

No. 1—3601 El Cajon Ave. No. 2—1830 W. Pacific Blvd.
No. 3—830 University Ave.

We Serve Good Coffee and a Wide Variety of Do-Nuts

•ANNE BAKER—HATS

Hats Designed and Restyled For the Individual
2507 Fifth Avenue, San Diego, California
Main 2365

Nat'l 530

C. V. 423

THOMAS JERZEE FARM

Warren F. Thomas, Prop.

Complete Line of Better Dairy Products
"See Your Dairy"

Highland Avenue in Sweetwater Valley

Palace of Education

The Palace of Education, the first building to the right approaching the Palisades from the Organ, is of true Pueblo style of architecture, and houses exhibits of extreme importance in everyday modern life.

Its theme is "Education For Good Life," a thought carried throughout the exhibits and activities planned within the building. Women of the A. A. U. W. act as hostesses, while California Congress of Parent Teachers, the California Teachers Association and the National Education Association have special representation.

Various rooms of the Palace are built around a central room called the "Theme Room," distinguished by art features portraying in artistic and animated style the seven objectives of education; i. e., citizenship, wise use of leisure, vocational effectiveness, ethical character, worthy home making, international good will, health and safety. Against one wall is a beautiful mural painted by Belle Baranceanu depicting the progress of education through the Ages. The center of the room holds attention with a fountain created by Prof. Frederick Schweigardt, showing a beautiful group with youth triumphant supported by figures symbolizing home, church, school and community.

One of the most novel exhibits of the building is the Hobby Display, demonstrating the wise use of leisure time. The contributions come from hundreds of Western schools, some grammar, some high schools, including scrapbooks, bead work, whittling, etc. Prizes and medals will be awarded the most unique hobby in all classes of entries.

A demonstration Nursery School is conducted in an attractive room, with one side wall so constructed that visitors may look in upon the children without the kiddies' knowledge. The school is an example of the Federal Emergency Nursery School project, one which is gaining increasing national importance every month of the year.

Departing from an ordinary display of school handiwork, the exhibits of the Palace of Education provide both instructive and amusing visualized examples of the purpose of modern day education.

California State Building

The State Building is located in the Palisades group adjacent to the Ford Bowl and across the Plaza from the Palace of Travel and Transportation. Large prow-shaped pylons on its exterior carry the idea of progress which dominates the exhibits within. Combining the best features of modern and ancient Mayan architecture, the building is rectangular in shape, with large, flat surfaces with the bands of carved, colored Mayan ornamentation. A clever and notable feature is the planting boxes concealed on cornices without, from which vines trail down the walls in hanging garden effect. Extremely interesting are the colorful murals of the entrance and paving of the vestibule depicting the progress made by the Golden State.

The building was an SERA project, providing work for hundreds of unemployed.

Governor Frank P. Merriam broke ground for the \$90,000 structure early this year. Approximately 27,000 square feet of floor area display countless county, city and state exhibits depicting the wealth of California. The state's leading industries, such as oil, commercial fishing, agriculture, etc., are featured in the kaleidoscope of color and beauty.

A unique example of longevity will be displayed at the Exposition. In the Zoological Gardens will be over 200 tortoises, who range in age from six months to over 300 years.

Palace of Science

The San Diego Museum is housed in the famous tower building, erected by the State of California in 1915 at a cost of \$250,000. Since its completion, it has become an object of study by architects all over the world because of its ornate frontispieces, beautiful tower and the perfection of the huge dome topping a part of the building.

A statue of beloved Fray Junipero Serra looks out benignly at passersby from the top of the frontispiece over the entrance doors. At his left is a full length statue of Cabrillo, and at his left, Viscaino, who came to San Diego in 1602. Above Cabrillo is his patron, Carlos V of Spain; below him is a bust of Portola, the first governor of Lower California and a statue of Fray de l'Ascension, the historian of Viscaino's party. Above Viscaino is his patron, Phillip III of Spain; below him is a bust of Vancouver, first English explorer of the Southwest, and the full length statue of Fray Jaume, the first white martyr of the Pacific Coast, who was butchered by Indians at the San Diego de Alcala Mission in Mission Valley.

Scientific treasures, permanent possessions of the S. D. Museum, are housed in this famous building and in the building directly across the plaza from it. Commercial exhibits of a scientific nature will be shown in the Palace of Science, adjoining the tower building and facing on the Avenue of Palaces.

Among the unique permanent exhibits of the Palace of Science are life masks and busts of many races, taken from subjects ranging from 9 to 70 years, and presenting the facial characteristics of the American Indian, Eskimo, Mongolian, Maori, Malay, Australian, Negrito, Pygmy, Bushman and Zulu.

The development of mankind from the earliest man known, the Pithecanthropus, is portrayed in a collection of authentic busts. Sometimes called the Java Man, the ancient skull cap, teeth, and a leg bone of the Pithecanthropus were taken from a pit near Trinil, Java, in 1891. He had a brain between that of a high ape and a low species of man.

Workers in a gravel pit near Piltdown, Sussex, England, where they were excavating for a roadway, found skull fragments and a separate canine tooth of the Piltdown Man, who lived in the early Pleistocene age. This discovery was made in 1908.

The Heidelberg man was discovered by German quarrymen working at Mauer, Germany, establishing the existence of another early species of man.

Supporters of the theory of evolution point to these discoveries and exhibits in support of their claims. To the average visitor there is much about these men of bygone ages that bears striking resemblance to the ape family.

PALACE OF SCIENCE—COMMERCIAL

Exhibits telling the intricate story of scientific research lying behind the production of many modern foods, utilities, patent beverages and cosmetics are included in the commercial exhibits of the Palace of Science, adjoining the tower building housing permanent scientific treasures.

Perhaps the most spectacular display is that of the American Telephone and Telegraph Company, which includes the "speech inverter," the oscilloscope, and the magnetic recorder.

By means of the speech inverter, telephone conversations are "scrambled," applying the principle of telegraphic and radio code to the spoken word. For instance, one can say "Hello, Mr. Jones, how are you today," over the inverter, which will be received at the other as a meaningless jabber such as "mumble-jumble, gloop, gloop," etc.

The oscilloscope is a device that reproduces sound in light waves across a darkened screen.

The magnetic recorder is a Bell Laboratories development that records telephonic conversations on ordinary telephone wire, instead of employing records or sound film.

Other spectacular products of the Bell Laboratories amaze

visitors.

The study of vitamins and the story behind their discovery forms another interesting exhibit, along with many scientific devices and development of food products which add to the perfection of civilization.

Among major exhibitors are: Dictograph Products Company, Inc.; W. C. T. U. of San Diego; National W. C. T. U.; Grolier Society; Rees Staley Clinic; Pacific Coast Division of Encyclopedia Britannica; American Telephone and Telegraph; MacFadden Jewelry; Vitamin Products, Inc., and many others.

TONY'S GARAGE

334 UNIVERSITY AVE.
FINE SERVICE FOR FINE CARS
PHONE HILL. 2500

"DAD JENSEN"

Enchiladas and Tamales—Real Chili
Across Street From Ramona's Marriage Place

BROOKS DRESS SHOP

Minnie S. Brooks, Prop.
Ready-to-Wear, Lingerie and Hosiery
4211 University Ave., San Diego, Calif.

•GOOD WINES

Claret and Muscatel, \$1.00 gal.

Fortified Wines—Complete Line of Liquors, Ale and Beer

FARRARA'S

4383 University Ave.

•WEISS CLEANERS & DYERS

Phone R. 9384—We Call For and Deliver
3736 El Cajon Blvd.
(San Diego Owned and Operated)
Alterations—Repairing—We Measure All Garments
Hats Cleaned and Blocked—Leather Goods

•El Prado Shoe Repair Shop

Earl J. Hinton, Prop.
El Prado Commercial, 2508 Fifth Ave.
Electric Shine and Shoes Dyed



FLY ANYWHERE ANY TIME

Modern Radio Equipt Planes
Student Flying \$8.00 per hour
Opposite Marine Base

15c per mile

Bay. 0567

LET

Swain-Poe Furniture Co.

3041 University Avenue

Furnish Your Home

Tel. Hil. 6030

San Diego

SAN DIEGO COUNTY NURSERIES

Nurseries of San Diego are well worth a visit. Growing plants of all kinds, many of them not to be found elsewhere in the nation, are on display. Many nurseries will ship plants wherever you wish. The progressive nurseries listed on this and the following page will give you courteous, friendly service.

•THE JOHNSON NURSERY

OF LA MESA

Quality Nursery Stock

California Natives Our Specialty

7380 El Cajon Ave.

La Mesa, Calif.

MISS K. O. SESSIONS NURSERY

Estab. 1885

Gardens planned and planted

Rare Plants

Phone P. Beach 607

•WALTER ANDERSEN NURSERY

All Kinds of Nursery and Bedding Plants, Trees and Shrubs
Wholesale and Retail

For a Better Job Have Your Bermuda Lawns
Raked by Power Machine

Phone Hillcrest 6387

2854 Juan Street

N. San Diego, Calif.

Pacific Beach Nursery

A COMPLETE NURSERY STOCK

1019 Hyacinth St.

Phone P. B. 783

Pacific Beach

All Kinds of Shrubs, Ferns, Potted Plants, Roses, Shade
and Fruit Trees, Seeds, Fertilizer and Insecticides

Beacon Hill Nursery

Osborn G. Austin, Proprietor

Landscape Architect and General Nurseryman
Grounds Laid Out Artistically

Growing Grounds
16th and Highland Ave., National City
P. O. Box 175
Phone Nat. 626

Wholesale

Retail

"Plants That Grow"

Jacoby Nursery

7433 El Cajon Ave.

San Diego, Calif.

•"GROWING PLANTS"

Fruit Trees, Ornamental Bedding Plants
Fertilizer and Leaf Mold

DEWEY KELLY

401 W. Washington St.

San Diego, Calif.

KNIFFING BROS. NURSERIES

Landscape Gardening
Plants Shipped Anywhere
4031 Hawk St.—Hill. 2869-W

•HANSEN'S NURSERY

Potted Petunias—Novelties
Wholesale and Retail

All Kinds of Bedding and Flower Plants
5th and Washington, San Diego, California
Ted Saleebey, Owner

Phone Hil. 6711

Jendresen's Petunia Gardens

P. O. Box 18
2 Blocks North of Encinitas
On Coast Highway 101

Giant Double and Ruffled
Petunias our Specialty

Ornamentals, Fruit Trees, Roses, Bedding Plants
Fertilizer, Rustic Furniture

Sweetwater Nursery

Always Open

"GROWING PLANTS"
GUARANTEED

Try Us Sometime For Your Nursery Needs
1528 Highland Ave., National City, Calif.

Ideal Nursery

LANDSCAPE SPECIALISTS

Ornamental Rock, Fertilizer, Top Soil, Rock Gardens
Sprinkling System to Fit Your Need

Special Rates on trimming or removing palms and other trees

2847 El Cajon Ave.

San Diego

Phone H. 9623

Federal Exhibit Palace

On the east side of the Palisades, the Federal Exhibit Palace houses the many features of government participation in modern every-day life in impressive grandeur.

The departments of Treasury, State, Justice, Navy, Interior, Agriculture, Commerce, and Labor are represented, in addition to unique features of the Post Office, Smithsonian Institute, Government Printing Office, National Advisory Committee on Aeronautics, the Veterans' Bureau, Library of Congress, the National Capital Parks Service, the Tennessee Valley Authority and the Department of War.

A unique feature of the post office department depicts the advance of mail service from the days of 1860 to the present time. Mail planes now carry freight over the same trails which the pony express blazed in pioneer days just 75 years ago.

Another highlight of current interest is the display of federal plans for the control of soil erosion and dust storms which have recently ravaged the Middle West.

With the creation of hundreds of new agencies in the past two years, government has become an integral part of every man's life to an extent little realized. A survey of the Federal Exhibit Palace provides an amazing conception of the endless efforts of the government to safeguard its citizens' welfare in both peace time and war.

The Palace represents a government investment of \$350,000, and is of impressive design, combining ultra-modern architecture with that of the ancient Mayan.

House of Charm

The permanent Spanish Colonial building on the southwest corner of the Plaza del Pacifico holds special interest for the ladies.

Among the dazzling array of exhibits are clothing, jewelry, hosiery, shoes, cosmetics and many others calculated to satisfy every woman's love for beauty and style.

Types of displays range from large imposing demonstrations to collections of little articles so dear to feminine hearts.

The House of Charm also includes a completely-equipped drug store where a wide range of articles may be purchased at prevailing prices.

Shell Oil Building

A great 60-foot steel shell distinguishes the Shell Oil Building on the Avenue of Nations across from the Mexican Village. It is an exact copy, in giant proportions, of the Shell trademark. Trained travel directors are in charge of the efficient travel and information bureau conducted in this building, with a complete service of road maps, street maps, hotel and camp information and other aids to Exposition visitors.

FRANK M. ELLIS

Rose Nursery

"PRIZE WINNING ROSES"

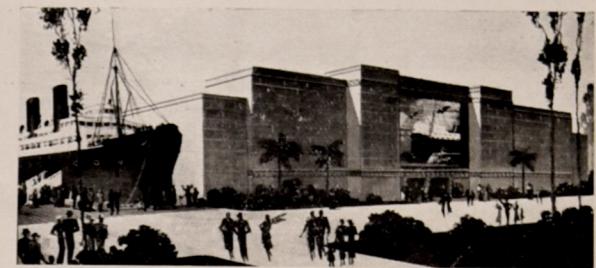
Cut Flowers of All Kinds

Tuberous, Fibres and Rex Begonias, Fancy Ferns

Solana Beach, California

P. O. Box 157

Phone Del Mar 104



• Palace of Water
and Transportation

Palace of Water and Transportation

On the east side of the Palisades, opposite the House of Pacific Relations group, is the Palace of Water and Transportation, an imposing rectangular building whose plain modern exterior forms a perfect setting for a Mayan style mural in brilliant colors depicting the spirit of the exhibits within in graphic beauty.

By its side is the huge "Trip Around the World" ship, an educational and entertaining feature of unique interest. Through this ship, which is constructed on dry land with a length of 230 feet and a beam of 70 feet, one of the entrances into the exhibit palace is afforded.

Within the Palace, with animated exhibits and displays, the story of transportation from the ox-cart and wind driven ship of long ago to the amazing methods of travel by land, water and air of ultra-modern speed, efficiency and comfort, is told.

One of the highlights of the entire display is the miniature relief map showing the vast territory served by the Santa Fe system of railroads. Crack trains dash in miniature across the country. At scarcely lesser speed, trains of refrigerator cars are also operated on schedule, with a long train of ordinary freight cars in slow succession. Tiny "sets" stress the scenic wonders of the Santa Fe routes. The entire exhibit combines educational interest with the thrill of a toy train under a Christmas tree.

The Metropolitan Water District of Southern California also has a romantic and colorful display of the story of their water developments, from the Mono Basin Area in the high northern Sierras to Boulder Dam and the Colorado River, and also including the famous Owens Valley Aqueduct, the Water District and the All-American canal. A careful examination of this interesting exhibit impresses the mind with the tremendous importance of water in the history of California and the West, for without water development, no progress could have been made.

Bank of America Building

Visitors are afforded convenient banking facilities right on the grounds in the Bank of America Building, situated on the Avenue of Palaces at the extreme eastern end near the entrance to Pepper Grove. The bank is one of the smallest in the Bank of America chain, which is one of the nation's great banking systems. And yet, every banking facility is maintained, with armored trucks to transport funds to and from the building to the main banking office in the city proper.

The antique Spanish structure is 40 feet long and 22 feet wide. A safety deposit chamber, eight feet square, embraces a steel and reinforced concrete vault, with consultation and officers' rooms in the rear.

COMFORT STATIONS

A large public comfort station is located at the entrance to the Midway just across from the Zoo on the Avenue of Nations. Another similar station lies just east of the Outdoor Organ back of the House of Charm.

Palace of Fine Arts

One of the finest art collections ever exhibited in the United States is housed in the Palace of Fine Arts, closing the north and of the Plaza del Pacifico, midway along the Avenue of Palaces.

The cream of the art permanently owned by the San Diego Fine Arts Gallery and a choice representation of the best art of the Southwest, each exhibit chosen by invitation, is displayed in colorful array.

"The Holy Family," internationally-famed painting by Peter Paul Rubens, Flemish genius of the 17th century, is included among the art treasures of the Palace of Fine Arts. The old

Spanish Fra Angelico, Zubarran, is represented in his dramatic figure of St. Jerome listening to an inspirational heavenly voice. The ecstatic "St. Francis," by the strange El Greco, is equally important.

"A Saxon Courtier," a brilliantly-colored portrait which has already appeared in great exhibitions abroad and in the United States draws much attention due to its careful execution with special attention to trivial detail. A reflection of the studio window has been painted in the iris of the eye, and similar touches add to its perfection.

An unknown but truly great master painted the "Mystic Marriage of St. Catherine," a symbolic three-panel painting which is a favorite. French realism is portrayed by the airy, graceful landscapes by Gustave Courbet and Corot.

One of the finest of the precious Gobelin tapestries is equally important. Woven in silk and wool threads, the huge tapestry weaves the story of the French King, Louis XIV, and his military triumphs. One of an otherwise lost series, this surviving scene reveals the King's officers plundering Pfalz on the Rhine, driving the flocks before them.

SPANISH ART

No effort has been spared to collect the most important art of Spain. In addition to the already important Spanish masters, there are moderns who today stand as leaders, not only in Spain, but of international contemporary art generally.

"Blanche," a painting by Pedro Pruna of Catalonia, was chosen from the group which brought the young Spaniard a most important prize in the Carnegie International a few years ago.

Some time ago, Sorolla captured art enthusiasts of America with the magic of his brush. A little later, Zuloaga took the nation by storm. The latter's portrait of his own neice, "Antonio," dressed like a gypsy, and one of Sorolla's works are on display. Two fine paintings by Valentin de Zubieurre are part of the



•Palace of
Fine Arts

permanent collection of the San Diego Fine Arts Society. One is the golden wedding of a couple, happily celebrating their 50th wedding anniversary. The other, "Abuelos," portrays their grandparents, Basque peasants rich in tradition.

AMERICAN ART

Paintings which any gallery would be proud to own are included in the American group which the Exposition is featuring along with the Spanish. San Diego's own first artist, Ammi Farnham, is represented with his finest canvas, a portrait of his mother. Albert P. Ryder is seen in the characteristic "Lost Whale," eerie, mystic and emotional in a beautifully artistic way. Other outstanding canvases offered include Emil Carlsen's "Thanksgiving Still Life," painted in 1891 with the subtlety of Velasquez; Robert Henri's "Bernadetta," Ernest Lawson's "Frozen Falls in Winter," and "Bali Drama," in gem-like color tones by Maurice Sterne.

ART OF THE SOUTHWEST

California is as important in its artistic enfoldment as any other state in the Union. Since it began to attract attention about 85 years ago, it will be accorded the center of the stage.

California landscape artists, such as Thomas Moran, William Keith and Albert Bierstadt, have become widely famous. Sculptors, such as Arthur Putnam and Douglas Tilden, suggest the art of yesterday which has its own place in the Exposition exhibit.

Today, as these earlier artists brought fame to San Francisco, painters and print-makers are bringing fame to Southern California. The Los Angeles region supplies Hilliard Sheets and Paul Sample; Santa Barbara gives DeWitt and Douglas Parshall, father and son, respectively. Sculptors Peter Krasnow and S. Cartiano Scarpitta of Los Angeles, with Donal Hord of San Diego, are making history. Works of all of these artists are given in exhibition for study.

Individual works have been selected on the basis of their artistic worth. Although the exhibit stresses the presentation of Southwestern art historically, from the years of 1850 to 1935, and geographically from San Francisco to San Diego, artistic beauty has been placed first.

The Spanish Renaissance decoration of the Palace of Fine Arts is interesting in itself and with the many tapestries, wall hangings, polychromed tile, fountains, growing plants and statues, presents a type of art exhibition never before offered by any city to an Exposition audience. As a phase of the traditions of the environment of San Diego, and the life affiliated with it, it is designed to provide a lasting pleasure and deeper understanding.

Botanical Building

On the north side of the Avenue of Palaces, toward the eastern end of that thoroughfare, lies the Botanical Building, a permanent lath and glass-covered structure which, with its surrounding gardens, forms one of the beauty spots of the Exposition.

Before it lie two lagoons, one small and brilliant with thousands of vari-colored goldfish; the other large, mirror-like, bordered with pastel water lilies, and reflecting the entire building and its own exquisite frame of eucalyptus, camphor, black acacia, auricaria and grevillea trees.

The towering lath covered forepart of the building itself encloses a thick profusion of palm and bamboo trees, varieties of banana trees, the aralia, and many other plants found in Central and South American jungles. Cages of gaudy parrots and strange tropical fowl add to the jungle atmosphere created by trees, deep shade, and moist, warm air.

A glassed-in hothouse adjoining the lath structure contains a rare collection of tropical and semi-tropical plants, including a heavy growth of vitis, one of the strange air plants; the insect-eating pitcher plant, rare and fragile flowers, tree ferns and abundant climbing ferns as well as innumerable varieties of the begonia family.

Along the pool and scattered through the adjoining gardens are scattered benches where visitors may bask in the sun.

•VALLE'S DINING ROOM

Sunday Dinner 12:00 to 8:00

Delicious Food Served in an Atmosphere of Home Charm
Luncheon 11:30 to 2:00. Dinner 5:30 to 8:00
Corner 6th and Date Sts., Telephone F. 4397

•TINKHAM'S CAFE

"A NICE PLACE FOR NICE PEOPLE"

Breakfast, Luncheon, Dinners
4020 El Cajon Avenue San Diego, Calif.

•JEAN'S LUNCH ROOM

Complete Lunches and Dinners

Wine, Blue Ribbon Beer and Sandwiches

1452 First Ave. San Diego, Calif.

•MAC'S COFFEE SHOP

4337 University Avenue

We Never Close

•ALOHA

Chicken and Steak Dinners
Beers, Sandwiches and Chili

2633 El Cajon Ave., San Diego, Calif.
T. B. JACK

•JOHN DI TURI'S CAFE

"Come Out Early and Stay Late"

Phone Rand. 9538

4803 EL CAJON AVE., SAN DIEGO, CALIF.

•THE PRESIDIO CAFE

Dine—Wine and Beer

E. K. Parkinson, Proprietor

2495 San Diego Avenue
North San Diego
Hillcrest 2214

•JEAN'S

Hamburger Sandwich and
French Fried Potatoes, 10c
Beer—Confectionery
3610 Barnett
Across From Marine Base

•PLYMOUTH INN DINING ROOM

Strictly Home Cooking

E. Yoxall, Mgr. 4th and University

The Duchess Inn

Luncheons 11 to 2

Banquets and Bridge Parties

Dinners 5 to 8

University and Normal
San Diego, California

Excellent Food
Quiet Home Atmosphere

RENEE FAUBION

Telephone Main 4211
Fourth Avenue at Maple, San Diego

LUNCHEONS
11:30 to 2:00
DINNERS
4:30 to 8:00
SUNDAY DINNER
12:00 to 8:00

•MYRTLE WESTFALL

REAL ESTATE, RENTALS, INSURANCE

8119 Lookout Ave., Phone La Mesa 5876
La Mesa, California

•NEBO CAFE

Best Bet

COMPLETE CAFE SERVICE AND GOOD BEER

8247 Lookout Ave. La Mesa

•WILLARD B. MERRICK

Men's Furnishings, Dry Goods

8323 Lookout Ave., Phone La Mesa 318
La Mesa, California

•PALOMAR GARAGE

Auto Repairing, Towing, Tires, Batteries

B. R. ROUSE

2426 4th

Telephone—M. 8261

24 Hour Storage

Homer Minnick

Res. Phone: Hill 4480-W

O. G. Dobbs

BALBOA PARK GARAGE

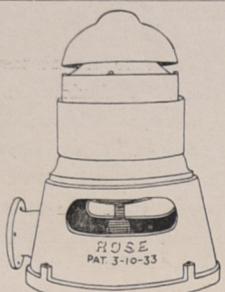
STORAGE AND REPAIRS

QUAKER STATE OIL

OPEN ALL NIGHT

Phone Hill 7464

3741 Park Blvd.



HAVE YOU SEEN THE
IMPROVED ROSE
TURBINE PUMP. WE
MANUFACTURE THEM

A result of years experience in
pump building. Let us solve
your pump problems.

BOSTONIA MACH. CO.
P. O. Box 10
Bostonia, Calif.

Phone El Cajon 362 3-bells

W. E. Rose, Prop.

El Cajon Dairy

Grade A Raw Milk

Phone El Cajon 1031

COZY CORNER CAFE

Dancing Wednesday and Saturday
Wines and Beer — Short Orders
Using Liquid Zahm Beer Equipment

LINCOLN ACRES
2½ miles east of National City

•SOLANA CAFE

Specializing in
CHICKEN and STEAK DINNERS
Good Old Fashioned Southern Cooking
Wines and Beer Solana Beach

STOP AND SHOP

•DOLLY'S HAPPY HOME

LITTLE FOLKS SHOP
Art Needle Work—Souvenirs
On the Highway—909—So. Oceanside, Calif.

•THE DUCK POND

On No. 101 Tijuana Highway
Beer Wines, Sandwiches and Home Made Chili
Liquor House in Connection
at City Prices
3009 National Ave., National City

Dad Harris Lew Carnell

La Moda

Men's Furnishings—Men's Ties Imported From England
F. P. Carrillo, Prop.
160 2nd Street, Tijuana

Palace of Motion Pictures

For the first time in history, the motion picture industry, one of the leading industries of the West and of California in particular, has entered an Exposition with a tangible presentation of the art and science of the making of motion pictures. Lying just south of the Palace of Education in the Palisades group, the Palace of Motion Pictures offers the public more insight into the actual making of movies than could be obtained by a trip through any Hollywood studio.

All the major film studios are cooperating in the display with the Screen Actors' Guild and The Dominoes. In one part of the building, pictures are actually "shot" with such stars as Claudette Colbert, Will Rogers, Eddie Cantor, Jean Harlow, Al Jolson and many others appearing during various periods. Mickey Mouse and Silly Symphony cartoons are also made under the eyes of visitors. Completed cartoons and scenes will be run off at various times in a large screening room.

Another feature of the exhibit is the relics and souvenirs of famous stars, such as Mary Pickford's curls, Charlie Chaplin's shoes, one of the late Rudolph Valentino's automobiles, George Arliss' monocle and various other personal items of public interest displayed in museum style.

Prominent figures of the motion picture world will make this building their headquarters during the Exposition, including the famous players, directors and production heads. With the studios of Hollywood no longer open to visitors, this building affords the thousands of movie fans an opportunity to see just what goes on in the production of pictures.

Radio Broadcasting Station

The Exposition's own radio broadcasting station is housed in a building located at the southern end of the Palace of Better Housing and adjacent to the Model Town exhibits of the FHA. Included in the building are two broadcasting studios, both with glassed fronts permitting visitors to see the programs being presented as well as hear them.

An elaborate public address system is also included in the station, with lines to a dozen or more points in the Exposition grounds where radio programs may originate. In this manner, a radio program from the Ford Music Bowl or the Spreckels Outdoor Organ can be picked up, brought back to the Exposition studios, and then released through remote control to San Diego radio stations or on the national networks, including CBS and NBC.

Under the direction of Clyde Vandeburg, young San Diego man, popular programs are released daily in colorful succession from these modern up-to-the-minute studios. Seats are provided on a large lawn outside the studios for the convenience of visitors watching and listening to the programs.

Official daily opening time of the Exposition is 10 a. m. The official closing time is 10 p. m.

"Say It With Flowers"

Phone 462

•BAKER'S FLORAL GARDENS

Cut Flowers — WATER PLANTS
ALL GROWING PLANTS

Route 2, Box 238

Escondido, Calif.

•PARK HILL NURSERY

Growers of Superior Nursery Stock
AVOCADOS, CITRUS

Fifth and Chestnut Streets, Escondido, California
Phones: 36-J, 36-M — P. O. Box 343
A. L. Humphrey, Pres.

BEAUTY SALONS

All Branches of Beauty Culture
Haircuts That Fit

Mission Hills Barber Shop and Salon of Cosmetology

812 W. Washington St.
Phone Hillcrest 7828

Beauty Shop, Dora Beck
Barber Shop, J. M. Sims



2466 Fifth Avenue at Laurel Street
entrance to Exposition
Telephone — — — Franklin 5498

Gladys E. Stothers

VIRLEE'S BEAUTY SALON

2893 University

Hillcrest 5212



MAIN 6622
ROSE GENTELLALI
2471½ FIFTH AVENUE

EUNICE BEAUTY SHOP

Phone Hillcrest 7542
Open Evenings by Appointment
2205 ADAMS AVENUE

ADDITIONAL BEAUTY SHOPS ARE LISTED ON THE FOLLOWING PAGE

LORAYNE'S Beauty Studio

3410 30th Street

Open by Appointment Tuesday and Friday Nights
Lorayne E. Millsbaugh, Owner
EXPERIENCED OPERATORS
TELEPHONE HIL. 5032
Nettie Kersten (Manager)
Grace Cope (Assistant)

3005 Grape Street

Franklin 3418

LADY CLARE BEAUTY SALON

"ALWAYS LOOK YOUR BEST"
State Licensed and Approved Operators
ALL TYPES OF BEAUTY WORK

Edith Grace Rudolph, Prop.
Martha Nicholson, Operator
Evening Appointments

Princess Beauty Salon

1830 Fourth Avenue
Evenings by Appointment
Emily De Kousa, Owner

PHONE M. 9783

All Lines of Beauty Culture
Latest Type of Equipment
Reasonable Prices

Classic Beauty Shop



3835 Park Blvd.

5 Doors South of University

Beauty Craft in All Its Branches

Phone H. 9764

Outdoor Organ

The great out-door organ, lying south of the Plaza del Pacifico, is one of the greatest permanent cultural assets of San Diego. It was given to the city by the late John D. Spreckels and his brother, Adolph B. Spreckels, in 1915, at a cost of \$1,000,000.

It is believed to be the only out-door organ in existence, and records prove that since its completion, there have been only 10 days on which it could not be used on account of climatic conditions. Since its erection, the organ and its beautiful surrounding pavilion have been the center of San Diego's important Midsummer Symphonies, high school graduating exercises, concerts by visiting artists, important speakers, and other events. Almost daily, concerts have been given by visiting organists. Until his recent death, the late Dr. Humphrey J. Stewart, noted organist and nationally-known composer, presided daily over a period of many years.

The actual construction of the organ was made under greatest difficulties because of the fact that no out-door organ had been believed practical. However, the magnificent instrument now stands as a monument to the skill of the Austin Bros. of Hartford, Connecticut. The organ includes four complete manuials, with cathedral chimes, concert harp, drums and cymbals, features impossible in even the largest of auditorium instruments. Power is furnished by electricity only, no air being used. Parts are interchangeable and the organist can make almost any combination without leaving his seat.

The beautiful temple housing the organ was designed by Harrison Albright, also designer of many of San Diego's finest buildings.

Special events planned by hundreds of organizations during the time of the Exposition, will center around the organ for community singing, concerts, solos and speaking. Benches are provided for visitors, but it is interesting to know that the swelling tones can be heard enjoyably from many garden spots, including the Pepper Grove, Moro Gardens, etc., where visitors may hear the entire concert in shady nooks and sunny corners.

Post Office

The smallest modern post office in the United States delivers efficient service in the Palace of Better Housing. Of ultra-modern design, it includes all the features of a regular branch post office with every type of service usually afforded.

Admissions

General admission to the Exposition proper is 50c for adults and 25c for children of 12 years of age and under. This includes admission to dozens of exhibit palaces and the grounds. On the Midway concession prices range from 10c up.

BEAUTY SHOPS

•Bungalow Beauty Shop

Marcel, Finger Wave, Paper Curling
Facials, Manicuring, Bleaching
SPECIALIZING IN PERMANENT WAVES
Phone Hill. 0052 2814 University Ave.

•Highland Beauty Shoppe

ANNA LANGE
4036 Highland Ave.
Tel. Randolph 1704

•Facade of California Building



Palm Canyon

A gorgeous vision of semi-tropical plant life of Southern California is offered by Palm Canyon, a gorge of urban wilderness packed with scores of palms, acacias, eucalyptus, and slim Italian and Monterey cypress.

A rustic bridge provides a place for quiet contemplation of the primitive beauty of the canyon.

Palm Canyon lies to the west of the esplanade leading to the Outdoor Organ from the Plaza del Pacifico, just back of the House of Charm.

Fire Station

A new Seagrave fire apparatus of 750 gallon capacity is housed in the fire station located on Park boulevard one block north of the East entrance, just behind the Spanish Village. Convenient fire alarm boxes are plentifully placed over the entire Exposition grounds.

An investigation has disclosed that San Diego city and county have ample facilities for accommodating not only all visitors who plan to remain at the Exposition for a day or more but also for those who are to remain for indefinite periods. The Visitors Housing Bureau in the Chamber of Commerce will have facilities to cope with any problem of housing that might arise.

Exquisite examples of Chinese and Japanese art, as well as curious Babylonian antiquities are to be seen in the San Diego Museum in the Tower building and its annex. Ethnological objects from India, Persia, Armenia; antiquities from Tell-el-Amarna, Egypt and the characteristic weapons and ornaments of the Abyssinians and other African peoples are also on display in the Museum.

•THE MASTER CLEANERS

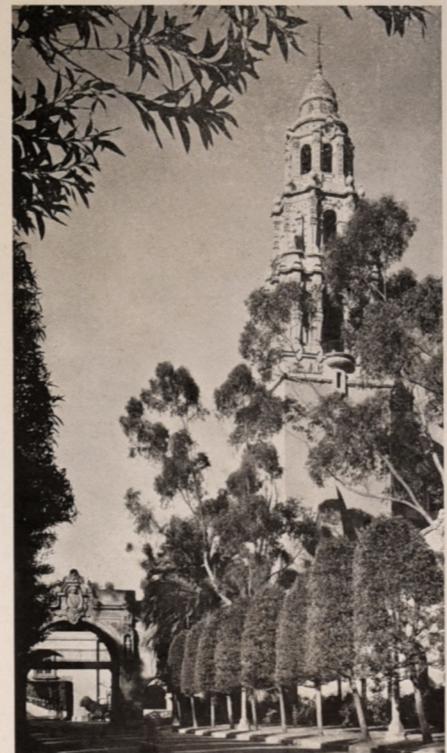
We own and operate our own Cleaning Plant
Specializing in Quality Cleaning,
Pressing and Dyeing
Hillcrest 0324 Texas and University Avenues
San Diego, California

•La Paloma Pottery

(In Historic Old Town)
California Souvenirs—Mexican Hand Made Pottery
Enchiladas and Coffee
4134 Taylor Str. Hillcrest 6493-J
F. B. Hanks, Prop.

Scenes of Beauty at America's Exposition

Below—The Majestic California Tower at the western entrance to the grounds; a striking landmark of the Exposition.



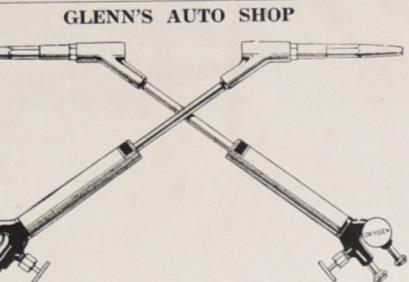
Above—The beautiful Palace of Foods and Beverages rises above luxuriant sub-tropical foliage.



Above—Looking west along the Avenue of Nations. The California Tower is seen in the background. This scene shows the luxuriant trees and exotic foliage that exists so lavishly in the grounds.

Below—A street scene in the romantic Villages of the World.





Welding All Metals, portable equipment. Work called for and delivered, 24 hour service, Auto, Fender, Frame and Radiator Repairing. Glenn M. Out Law, Prop. 2432 El Cajon Blvd.

For Parties H. 5262-W

El Patio Tea Room

Jan Weigle, Prop.

Home Cooked Meals

FIFTH and ROBINSON

PULLMAN CAFETERIA

"Anything you Want—
Prices You Like to Pay"

1240 FIFTH AVENUE
SAN DIEGO, CALIFORNIA

EL PRADO COFFEE SHOP

LUNCHEONS DINNERS
BRIDGE TEAS
5TH AND LAUREL
Near Main Entrance to Exposition

Mrs. Clara V. Tibbals

Main 2495

•TWIN PALMS TEA ROOM

3500 Fifth Ave.
HOME COOKING
Luncheons — Teas — Dinner — 11 A. M. to 7 P. M.
JULIA STEPHENS KAYE BANKS

•REDWOOD APARTMENTS

Accommodating 4 People by the Day
Along the Park at 5th and Redwood—H. 7678
Fine New Innerspring Mattresses



•A scene in the Villages of the World

Press Building

A special building has been provided as the exclusive lounge, buffet and workshop of the Press while on the grounds. This building is located between the Exposition Palisades and the Spreckels Organ. Surrounded by giant palms, the Press Building is of early California architecture.

One section of the building is devoted to the lounge, where members of the Press and their families may visit. Another part has been set aside for a buffet. In another section of the building the facilities of a Press working room will be found.

Standard Oil Building

In the center of the Palisades group is the Standard Oil Building, devoted to exhibits concerned with this huge company. Various educational, novel and entertaining features show the many uses of Standard Oil products in business, social and the amusement world today, as well as demonstrating the many parts of the world into which the industry extends its long arms. The building's tower is one of the landmarks of the Exposition grounds.

Transportation at the Grounds

Large, comfortable, tractor-drawn semi-trailers, designed to each accommodate 100 passengers, furnish transportation within the Exposition grounds, for leisurely inspection.

Five buses, painted in brilliant colors, are operated. Each bus is painted in a color scheme to correspond with the plumage of the bird for which it is named. The names are: "La Golondrina," (swallow); "El Loro" (parrot); "El Canario" (canary); "El Cardenal" (cardinal) and "La Paloma" (the dove).

In contrast to other expositions where as much as a dollar has been charged for a bus tour of the grounds, the Exposition Transportation company charges only a very small fee. There is no transfer exchange with the city street cars, however, as buses meet incoming cars.

A building of special interest to parents is the Baby Bank, situated to the back of the Palace of Natural History and facing on the Avenue of Nations. Children may be "checked" here in competent care while parents visit the grounds at leisure. Mother Goose nursery features, food especially adapted for children, etc. are provided for the amusement of little folks. Many features of expert child care offer particular interest in addition to the nursery features.

•JULIUS ACEVEZ

3139 University at Herman
"THE GILMORE CORNER"
Courtesy and Service at all Times

Palace of Foods and Beverages

Everything conceivable pertaining to foods and beverages and their preparation is displayed in the huge Palace of Foods and Beverages, housed in two adjoining buildings circling the corner of the Avenue of Palaces and the Avenue of Nations.

Tempting and dazzling displays feature stage entertainment with models and dioramas showing details of the manufacture and distribution of major food products. Proper preparation of salads, desserts, parfaits, sherbets, etc. is shown. Coffee and tea are served at public tables in the patio.

Standard Brands, with special stress on Fleischmann's yeast, Chase and Sanborn's coffee, Tenderleaf Tea, Royal Baking Powder and Royal desserts, will have one of the most spectacular exhibits of the Palace. Contrast in preservation of foods is offered by Owen Illinois Glass, who make glass containers for every type of canned foods and drinks, including coffee, herring, asparagus, etc. Manufacturers of cooking utensils, makers of fine candies, distillers and bakers will also be represented in magnificent array.

Among those companies exhibiting in the Palace are:

Bosch Electric Baking Machine Co.; California Consolidated Water Co.; Calavo Growers of Calif.; Calif. Olive Association; Challenge Cream and Butter Association; Coffee Products of America; Crescent Mfg. Co.; Gennessee Trading Co.; Heppe Bros.; George H. Harris; Hill Candy Co.; Hilandale Ranch; Hollywood Cup, Inc.

Innerclean Mfg. Co.; Huggins-Young Coffee Co.; Iokelp Co.; The Junket Folks; National Biscuit Co.; National Pressure Cooker; Kerr Glass Mfg. Co.; Knudsen Creamery Co.; Padre Vineyard Co.; Krispy Kake Kone Co.; Liberty Orchards Co.; Frank Fogli; Sparklets, Vegetarian Cafeteria and Bakery.

George B. Wright; Fred H. Wylie; Associated Ice Industries; A. Sensenbrenner Sons; Coca Cola; Neff K. Bakkers; Household Specialties; Jenny Wren Co.; Desert Date Shop; Fletcher Candy Co.; Kraft Cheese Corp., and scores of others.

U. S. Fleet Concentration

Two fleet concentrations will mark the U. S. Navy's gesture of honor to the California Pacific International Exposition, to be held from June 10 to June 30 and again from August 19 to Sept. 1.

Included in the fleet scheduled to be anchored in Coronado roads on those dates are 10 battleships, 14 heavy cruisers, 8 light cruisers, 4 aircraft carriers, 58 destroyers, 7 submarines and 29 oilers, supply ships, the robot battleship Utah, 9 sweepers and repair ships.

A view of this immense concentration from any of San Diego's hills or in particular from the tower of the S. D. Museum in the Exposition will provide a magnificent and arresting picture of Uncle Sam's fighting force in a background of blue beauty.

In connection with the gathering of the fleet, airplane drills, special parades, drills and inspections are scheduled for public enjoyment.

Pepper Grove

Pepper Grove, reached by a shaded road leading south from the Avenue of Nations, is one of San Diego's permanent park grounds and part of the Exposition proper. It is a quiet grove, filled with large eucalyptus and softly drooping pepper trees, grown extensively in Southern California, where picnic lunches may be held on public tables. There is ample room for children to play on playground equipment while their parents rest on extensive lawns of lippea—"lazy man's lawn"—so-called because the lippea never grows high and therefore does not have to be mowed.

Fringing the canyon edges of the grove are various nooks where an outlook to the city and bay may be found through rifts in the foliage.

Go to Laurel and Fourth

For gifts, made abroad
as well as at home
glass, pottery, souvenirs

PIETER SMOOR

Compliments of

BONITA STORE

QUALITY GROCERIES
STANDARD OIL PRODUCTS

Bonita, Calif.

SWEETWATER FRUIT CO.
Phone Nat'l 8703-R-1

•NEW PALACE HOTEL AND DINING ROOM

Fifth Avenue at Elm
One Block From Exposition Grounds
SAN DIEGO'S HOME HOTEL

CASA de BANDINI

Social Center of Old California, Restored to Former Brilliance



In all California, there is no more romantic building than the Casa de Bandini, located in Old Town, San Diego. Here, where once the dashing Dons and lovely señoritas recreated the social grace of aristocratic Castille, in this one-time province of Spain, has endured for nearly a century and a quarter the tradition of a great family. Out of the pages of the past unto the stage of the present comes a restored and brilliant Casa de Bandini. In this transition from yesterday to today, nothing of its former charm or beauty has been lost.

APARTMENTS AND DINING ROOM

Across from Ramona's Marriage Place

Hill. 2013

Palace of Natural History

The Palace of Natural History, at the extreme west end of the Avenue of Palaces, houses many spectacular permanent exhibits owned by the San Diego Society of Natural History.

Specimens of wild life found particularly in the Southwest include snakes and lizards, fishes and whales, animals and sea mammals, shells and sea life, birds and insects, flowers, minerals and fossils.

The collection represents one of the finest of its kind anywhere. Among the outstanding specimens is a California condor, which has a wing spread of a foot or more greater than that of his cousin, the giant condor of the Andes, popularly, but wrongly, believed to be the largest living bird of flight.

All specimens of animal, fish and bird life are mounted in scenes of their natural habitat. Snakes are shown in the act of entering holes after gophers; squirrel and skunk families appear to play and bask in the sun. Birds are prepared to appear actually in flight and resting as they do in seclusion.

A magnificent pair of Wapiti, or American Elk, strike the eye immediately on entrance to the palace. These handsome animals formerly ranged the entire country, but are now limited to the remote Rocky Mountain regions.

Posing naturally on the rocks backed by a rolling blue sea, is a family of huge Stellar Sea Lions, almost like the walrus in size. These seals are found on the Pacific Coast north of Santa

Barbara. Their smaller cousins, the California Sea Lions, are also represented by an informal family group. The California type are found in large numbers south of Santa Barbara down into Mexico.

A splendid pair of the rare Kenai Mountain Sheep are posed on the steep rocky paths they climb as swiftly as the wind.

From the lowly rabbit to the lordly elk, all the animals have been so truthfully and beautifully prepared as to appear life-like. Much of the expert taxidermy was done by a San Diego master of the art, William J. Gillette. The spectacular seal groups were designed and prepared by the late John Stuart Rowley of San Francisco. Also notable is a prize-winning group of miniature African animals about a small water hole, a piece of exquisite and authentic artistry by Frank F. Tose of San Francisco.

Of the fossil displays, one is particularly of interest. It is the huge skeleton of a Crested Duckbilled Dinosaur, (the terrible lizard,) found near Red Deer River, Alberta, Canada, and reconstructed with great skill and accuracy. The monster, who is believed to have been web-footed and to have browsed on the plant life of the country, lived in the Cretaceous Period, many millions of years ago. The assembly and reconstruction of the ancient bones represents patience and skill beyond the conception of the lay public.

A visit to the Palace will afford eastern visitors a comprehensive idea of the various forms of wild life characteristics of the West and quite different in aspect from that of the East.

MOTOR COURTS and HOTELS

The Firms Listed Here and on the Following Page Stand Ready to Serve You During Your Visit to San Diego and the Exposition

•SAN DIEGO AUTO CAMP

Cabins, Camp Space, Showers, Laundry
1000 Trees For Shade
On Mission Valley Road
From the East, down hill at 6th and University, 1½ miles
From the North, turn left 4 blocks, on gravel road at
San Diego River Bridge
Phone Hill. 3514-M

COMING OR GOING, STAY WITH US

•TRAVELERS AUTO CAMP

Free Entertainment
Laundry, Showers, Shady Camp Grounds
1877 Moore Street Phone Hill. 7598 San Diego, Calif.

•STATE'S AUTO COURT

HOUSE CAR AND CAMP SPACE
Auto Repairing, Gas & Oil
Restaurant in Connection
All Modern Facilities
2 Blocks West and 1 Block North of Ramona's Wedding Place
Old Town, San Diego 4200 Taylor St.
Hillcrest 7563

Frank Solari, Prop. Mrs. M. Birkett, Manager

BAY VIEW AUTO CAMP

Five minutes drive from the heart of the city
One Block north of Five Points
on La Jolla Blvd.

3873 CALIFORNIA STREET

Phone Hilc. 6843 San Diego, Calif.

HOTEL NATIONAL

Phone National 700
H. S. Garrett, Manager
734 National Avenue, National City, Calif.

•EXPOSITION MOTOR LODGE

New and Modern Cabins
Singles and Doubles
53RD AND EL CAJON
ON ROUTE U. S. 80

•Shelldown Auto Court

3577 Main Street, San Diego, Calif.
Between San Diego and National City on U. S. 101 Route
Main Highway to Tijuana, Mexico

•TEA GARDEN AUTO CAMP

MODERN CLEAN CABINS
4660 El Cajon Blvd., Near 47th St.
San Diego, California
On Main Highway No. 80 From East
Phone Randolph 9473

STOP OVER AUTO COURT

South End of Encinitas

Encinitas, California

26 Miles North of San Diego, Highway 101

E. H. Goodman, Prop.

Spanish Village

The Spanish Village, one block north of the Avenue of Palaces on the Avenue of Nations, is typical of Spain and Mexico with its adobe two-story houses with overhanging balconies, grilled windows, colorful hangings and outside staircases. As in Mexico, a variety of shops surround a large patio filled with warm sunshine, and business is conducted on leisurely lines.

In the Village are flower shops, art shops and music shops. Vendors of gift articles, rugs and souvenirs display their wares. A small restaurant and a wine shop offer refreshments. An interesting exhibit direct from United States' southern neighbor, the Republic of Mexico, adds authenticity to the variety of warmth and color.

Auto parking charges at the Exposition will be the lowest ever assessed at any show of similar magnitude. One will be permitted to park his automobile adjacent to the Exposition grounds for 24 hours, if he wishes, for 25 cents. In other somewhat more proximate parts of the parking lot charges will be 35 and 50 cents for any part of the 24 hour period.

Accommodations will be furnished for 3100 cars with an overflow area which will take care of 1400 more. The total parking space measures 600,000 square feet.

MOTOR COURTS and HOTELS

•JOE'S AUTO COURT

Completely Furnished
Simmons Beds

619 South Hill Street
Oceanside, California

•FOWBLE'S AUTO COURT

AND GARAGE

Clean Cabins and Courteous Service—Reasonable Rates
Phone 16
Towing Service

Jacumba, Calif.

•EL CAJON AUTO COURT

FURNISHED CABINS
REASONABLE RATES

EAST EDGE OF TOWN
ON THE RIGHT

•Darnell's Modern Cottages

For Housekeeping—Furnished or Unfurnished—
By Day, Week or Month

2½ Miles East Alpine Post Office
Phone 217 El Cajon

BE AT HOME AWAY FROM HOME IN THE

JUNCTION AUTO CAMP

On Highway No. 80 From East
Junction of El Cajon and Lookout Avenues

LA MESA, CALIFORNIA

4 Miles East of San Diego City Limits

Modern Cabins, All Fully Furnished and Equipped
with Kitchenettes, Toilets and Shower Baths

House of Pacific Relations

The House of Pacific Relations is not one building, but a group of 15 hacienda-type cottages built around a central International Court at the head of the Palisades. Flags of many nations fly above these cottages, each of which houses a foreign government representative.

Foreign-born Americans will find old friends in the cottage dedicated to their particular native country, and many programs of international character have their headquarters in the group.

The purpose of the House of Pacific Relations is to promote friendship among nations and among citizens of those nations, providing a miniature world, with peoples under different flags living side by side in peace and fellowship.

In addition to the visual example of the life of the Indians of Southwestern United States and Lower California offered by the Indian Village a complete collection of their utensils, tools, weapons and ornaments is found in the San Diego Museum located in the Tower Building and its Annex across the avenue. In this collection are also found outstanding examples of basketry from the Northern California tribes, expert in the art.

•Star-of-the-Sea Apartments

On the Beach in Oceanside
Furnished—Very Modern

Phone 94-W
Mrs. M. L. Sherwood
End South Strand

•CONFORTH'S AUTO COURT

National Ave. and E Street
Chula Vista, Calif.

THE COURT THAT PLEASES
184 National Ave.

A WELCOME AWAITS YOU WHEN YOU ARRIVE
AT THE

•CHULA VISTA AUTO COURT

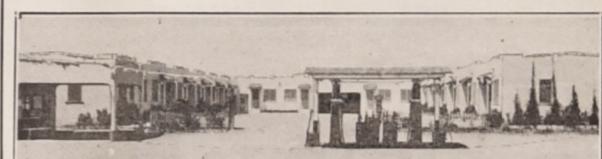
On 101 Highway, Corner National Ave. and G St.
in Chula Vista, Calif.

Simmons Beds Modern Cabins
Good Cafe and Service Station

•RAMONA AUTO COURT

STUCCO COTTAGES
COMPLETELY FURNISHED

9th Street Near Main Ramona



AGUA VISTA AUTO COURT
2½ miles south of San Diego
City Limits on 101 Highway
W. E. Bradley, Proprietor
Rates Reasonable, Telephone C. V. 699
70 National Ave., Chula Vista, Calif.

Linen
Furnished
When
Desired
Member
United
Courts

CHULA VISTA FAMILY LIQUOR STOREWines & Liquors
341 Third Ave.**THE OWL BUFFET**
341½ Third Ave., Chula Vista
Bill Fullerton, Prop.**•LA NOLA HOTEL**

S. Y. 2011 1 Mile From Mexican Border

E. J. Herbert, Mgr.
Opposite the Post Office San Ysidro, Calif.

When You are Coming Back From Tia Juana Stop at

•MIKE ELLIS STOREDry Goods, Clothing, Shoes
203 San Ysidro Boulevard
San Ysidro, Calif.**•Maison Francaise Beauty Parlor**Expert in Permanent Wave and
All Branches of Beauty Culture Work
We Use Soft Water Exclusively
152 West San Ysidro Blvd., San Ysidro, Calif.
Operator Madame Yvonne Phone 2162**•Pantorium Cleaners & Dyers**Dyeing, Repairing Remodeling
Dresses, Suits, Gowns, Ties, Coats, Hats, Gloves
Furs, Jackets, Shoes, Velvets, Curtains, Drapes, Rugs
Phone: Chula Vista 585
297 Third Ave., Chula Vista**GOULD'S CAFE**804 National Avenue, National City
Beers, Wines and Liquors—Best of Mixed Drinks
Prices Reasonable—All Home Cooking**JACKSON CAFE**Home Cooked Meals
Women Cooks San Ysidro**PAUL SIPPLE**Complete Automotive Service
314 F St., Chula Vista, Calif., Phone C. V. 314**BORG'S FURNITURE STORE**We Buy, Sell or Exchange
New and Used Furniture
295 3rd Ave., Chula Vista**HERMAN D. JOHNSON**Quality Plumbing
308 Third Ave., Chula Vista**PRATHER'S GARAGE**Phones: S. Y. 2101; Res. S. Y. 2141
Established 1919—San Ysidro, Calif.**HOTEL SAN YSIDRO**Mrs. Barthol, Mgr.
San Ysidro, Calif.**BORDER HARDWARE**Hardware and Paints
121 San Ysidro Blvd., San Ysidro, Calif.**THE MANVELL CAFE**Best Eats Always
San Ysidro, Calif.**SEVEL GARAGE and SERVICE STATION**Harry Sevel, Prop.
Gas, Oil, Tires, Storage, General Repairing
Tel. 2211, San Ysidro, Calif.**Ford Exhibit Palace**

One of the most unusual exhibit buildings ever designed, from the standpoint of plan, architectural treatment, decoration and interior arrangements, is the Ford Building at the south end of the Palisades.

The building is circular, built around a large patio in the center, and on a promontory skirted on three sides by deep canyons. These canyons are terraced, affording a beautiful view.

Every exhibit is not only educational but also beautiful, as it is Mr. Henry Ford's idea to express art in mechanical processes. Within the building the pictured story of the production of the various kinds of ore, wool, cotton, bauxite, rubber and other raw materials used in the manufacture of the finished Ford car is revealed on the walls of the "Court of Nations," the circular rotunda of the entrance. Another section of the building is devoted to the demonstration of the complete manufacturing process of these raw materials to the finished products, including the rolling of steel, welding of gasoline tanks, and various laboratory tests.

In the patio, which is paved with stratified stone from the desert in varying shades of brown, the various artistic conceptions of the Ford V-8 are worked out in colored cement and clever pools. Semi-tropical plants add to its landscaped beauty.

Along the canyon terraces of the southern side of the building runs the "Roads of the Pacific," a reconstructed replica of typical roads of the principal countries fronting the Pacific Ocean. Two staircases lead down to this amusing and educational 3,000-foot roadway, over which visitors are taken for free rides. The roads are actual replicas of sections of highways with appropriate scenery of such famous trails as El Camino Real; the Oregon Trail; Santa Fe Trail; and the great highways of Alaska, Mexico, Central America, Peru, Chile, Hawaii, Australia, China, Japan and other countries. Curves, grades and bridges carry out the authentic detail of this unique and educational feature of the Ford participation in the Exposition.

The Firestone Tire and Rubber Company is also represented in the Ford Exhibit Palace with an extensive display. All details relative to the construction of tires, including their scientific treatment, form an interesting feature which is properly related to the automobile industry.

Twenty-three foreign nations will be represented in the Court of Pacific Relations at the Exposition.

MRS. LAWTON
Hemstitching—Stamped Goods, Embroidery Thread and material
for Fancy Work. Also Cleaning and Pressing
810 National Avenue

•BAYVIEW CLEANERS

Cleaning—Dyeing
Phones: National 17, Main 4905—J. M. Bergeman, Manager
One of Southern California's Finest Equipped Cleaning Plants
540 Roosevelt Ave., National City, Calif.

When in National City Visit

•McMAINS BAKERY

836 National Avenue—Phone National 734
National City, Calif.
GUY McMAINS, PROPRIETOR

•The Iris Flower and Gift Shop

Mrs. M. H. Tinkler
Phone: National 54-W
2905 National Ave., P. O. Box 513, National City, Calif.

On the Midway

A kaleidoscopic city of merry-making lies along the Midway, located off the Avenue of Nations. The Midway itself is 1200 feet long and 350 feet wide, with a 40-foot pavement. The best shows in existence are housed in the 2400 feet of frontage of every type of midway architecture. In addition to the conventional midway amusements, such as the Race Through the Clouds, Crazy House, etc., are the cream of attractions from the United States,

Europe, Africa and the Orient. The million-dollar show was selected from hundreds of available features by the rigid standards of the Exposition committee who demanded only the best.

The world famous Gay's Lion Farm of El Monte, Calif., is another distinguished attraction of the amusement zone.

The tawny kings of the animal world display their leonine artistry for the amusement of spectators while nimble trainers put the animals through their paces. These famous lions have appeared internationally in many motion pictures.

Kiddies especially will enjoy "Toyland," in which Harry Wooding's famous prancing circus ponies will take part.

Ripley's "Believe It Or Not" Odditorium is even bigger and better than that which drew admiration at the Chicago Fair. Other shows include "Crime Does Not Pay," "Two-Headed Baby," "Life," "Snake Farm," and many more in dazzling array.

Twenty beautiful girls from all parts of the nation appear in the huge "Sensations" show, with spectacular effects secured solely by the refraction of light and without the use of mirrors. Unique 6-foot photographic cutouts in third-dimensional effects deserve special attention on the unique proscenium of the show. The beauty of this attraction, made up of animated tableaux, has drawn the comment of many art and stage critics.

Under the direction of Marc Nielsen, Shakespearean plays are presented in Shakespeare's Globe Theatre.

An amusement feature of great current interest is the working model of Boulder Dam, so accurately scaled that skilled engineers may use it for study. The largest contour map ever attempted was used in the building of this thrilling feature.

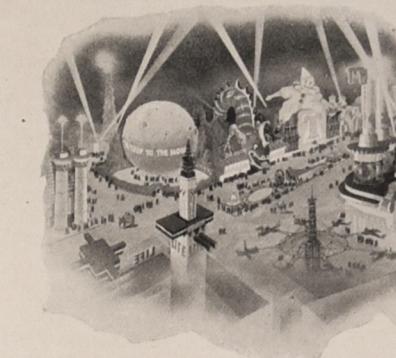
Through optical illusion on a slowly-rising elevator, visitors are given the unique sensation of rising 600 feet from the floor of the Black Rock canyon where the huge real dam is nearing completion. A real lake, created by the dam's building, holds 2800 gallons of water.

In the building connected with the model a museum of pictures and objects involved in the great structure are on display for those who wish to examine the educational side of the feature.

JAMES BRANTNER
Cleaning—Pressing—Tailoring
Phone 27-J Ramona

•LEWIS GARAGE

COMPLETE AUTO SERVICE
C. J. Lewis
Phone Vista 2201

**•"Remember the Folks at Home!"**

We Will Ship Avocados or Citrus Anywhere

H. D. STEWARD
Feeds—Fertilizers—Seeds
Contract Hauling

Phone 2056 Vista, Calif.

•FARRELL'S STUDIO LUNCH

Special Lunches, Fine Preserves and Candied Figs

SOUTH SANTA FE AVE.

VISTA

**Brockman & Moseley
REAL ESTATE**

AVOCADO AND CITRUS GROVES

SOUTH SANTA AVENUE, OPP. GEIB LUMBER CO.

VISTA, CALIF.

Phone 3291

•RAMONA PHARMACY

John T. Fansher
COMPLETE STOCK
Drugs—Soda—Tobacco
Films—Stationery—Candies—Liquors
679 Main St.

•RAMONA CAFE

Breakfasts—Lunches—Dinners
Confectionery — Ice Cream — Cigars — Cigarettes
Draught and Bottled Beer and Don Leon Wines
RAMONA, CALIF.

**•Ransom Brothers Lumber
and Supply Co.**

Dealers in
LUMBER and BUILDING SUPPLIES
HARDWARE, PAINTS, FEEDS

•PATTEN'S PHARMACY

MASONIC BUILDING
RAMONA, CALIF.

CHEVROLET SALES AND SERVICE

U. S. Tires—Frigidaire—Everything For the Auto



RAMONA MOTOR CO.

C. B. Weseloh
Phone 35, Ramona, Calif.

•MRS. JORDAN'S CAFE

A Good Place to Eat—Best for the Least
All Lady Cooks
Phone 126 J—"Just a Little Different"
217 N. Broadway, Escondido, Calif.

•WHARTON'S DAIRIES, Inc.

Raw and Pasteurized Milk
La Fiesta Ice Cream
Escondido, Calif.
Phone Escondido 271

•PALACE HOTEL

Mrs. M. A. Groom, Prop.
ESCONDIDO, CALIF.
Phone 229-W 126½ East Grand Avenue

•Hughes Texaco Service Station

209 San Diego Blvd.
EVERYTHING FOR THE MOTORIST
Phone 430

•LOGAN HOTEL

Running Hot and Cold Water in Every Room
H. Jay Pendleton
Telephone 403, 120 W. Grant Avenue
Escondido, Calif.

ESCONDIDO
Laundry

Phone 121 — Escondido, Calif. — 341 E. Grand Ave.
113½ East Grand Avenue Telephone 405

Hotel Ramey

ESCONDIDO, CALIF.
Well Furnished Rooms — Private Baths

Mrs. M. H. Chrouch, Owner-Mgr.

Look-Rite
Beauty Salon

Phone 84

ALLENE LOOK—RITA RUNGE
135 South Kalmia Street, Escondido, California

These include the Six Companies' original plans and specifications for the real Boulder Dam which is the pride of the entire West.

It would be futile to describe the many attractions of the Midway, but all features are of the highest quality and of the best entertainment standard procurable.

Midget City and Midget Farm

Midget City and Midget Farm, novel modernistic colonies built on doll-house lines, form two of the biggest attractions on the Midway. More than a hundred Lilliputians work and play in surroundings built to accommodate their lessened stride and reach.

Midget City has its own city hall, hotel, theatre, barber shop, beauty parlor, office buildings, and is equipped with a complete civic organization with a mayor, chief of police, fire department and other similar enterprises. Midget City News, described as the world's smallest newspaper, is published in a midget printing shop, and features current events from the midget viewpoint.

About a block from Midget City is Midget Farm, novel colony designed along Spanish Colonial lines. A midget farmer and his wife operate the establishment where the smallest perfect specimens of farm animals and fowl, including midget cows, chickens, hogs, and horses are seen among midget fields of midget corn and grain. Tiny parade wagons and buggies once owned by the famous Tom Thumb, protege of P. T. Barnum, are seen in tiny sheds.

Residents of both petite colonies range in age from 18 to 60 years. Some are as short as 18 inches and many weigh less than 20 pounds. A marriage is scheduled as a special event of the summer. The genial, jolly little people move about their daily activities with smiling hospitality, waiving privacy and welcoming visitors to their unique city.

Gold Gulch

Although not located on the Midway, Golden Gulch, picturization of early days in California when rough miners took gold from the land, is one of the outstanding amusement features of the Exposition. Gold Gulch lies to the south of the Avenue of Palaces near the Pepper Grove. Nothing of its kind has ever been presented in an Exposition before.

Gold Gulch, a replica of a typical gold mining camp of the days of '49, is located in a deep twisting gulch buried beneath a verdant canopy of trees. Shacks of sourdoughs made from actual timbers of the gold rush days present a realistic picture of that colorful era when the names of Jimtown, Hangtown, Whiskey Flat and Mokolumne Hill were on the lips of every adventurer from China to Cairo. Visitors will imagine themselves transported back through the years, so faithful is the reproduction.

Men and machines perform the common tasks of olden days in the camp. An old, wooden door, warped by the winds and rains of more than 80 years, adds a note of authenticity. There is the old Chinese laundry, iron-barred bank, blacksmith shop and hitching posts on the main thoroughfare. The old time honky-tonk is faithfully mirrored. A replica of the old Butterfield Stage that in the early days of California operated a line between St. Louis and California via the Southwest, carries the

•BIGSTONE SERVICE STATION

CAFE — DANCE HALL — PARK

Camp Grounds, Shade and Water
E. W. Howell, Prop.

20 Miles North of San Diego on Inland Highway

In the
Exposition's
Fun Zone —



•Gold Gulch . . .
Midway Feature
where '49ers will live,
work and play again

visitor to points of interest. A cider mill, located on a creek, flaunts the sign, "One swallow will eat the lining out of your sleeves, make your knees look like grapefruit and fuse your spine to your collar button!" A shooting gallery in which a bull's eye puts out all the street lights temporarily is another feature. A tintype gallery with painted old-time backgrounds offers an assortment of "props" and costumes of early days, while a music store provides a full line of old Western records, cowboy songs, reels, dances and sheet music.

Nearby points of interest include Jackass Hill, a replica of Mark Twain's cabin; Hangtown Tree with a dummy suspended in midair, reminiscent of Vigilante activities; a mine shaft elevator which offers a thousand-foot ride into the bowels of the earth by means of a practical five-foot drop and vertical panorama providing optical illusion, and many other unique and

•LOG CABIN CAFE—ALPINE

LUNCH and DINING ROOM

Excellent Meals Including Coffee or Tea 35 cents and up
Cool Salads—Sandwiches—Beer, Wine and Cold Drinks

•THE ALPINE STORE

Wm. A. Simmons, Prop.

The Best Climate in U. S. A.
by Government Report

Alpine

•Bennett's Garage & Service Station

TEXACO PRODUCTS

CONFECTIIONERY — BEER

Alpine

•CLARK'S COTTAGES

HOUSEKEEPING COTTAGES

Special Weekly and Monthly Rates

Alpine Center

Phone: El Cajon 243—2 Bells

•BUTLER'S GARAGE

RICHFIELD PRODUCTS

Sandwiches — Cold Drinks

Alpine

ALPINE FILLING STATION

Standard and Union Oil Products

G. S. Anderson, Prop.

thrilling features.

Many contests are scheduled for Gold Gulch during the Exposition. A longest whisker contest, horned toad race, turtle race, rock-drilling contest, frog jump, knife thrower's contest, bear-wrestling contest, checker tournament, laziest dog contest, trick roping stunts, kangaroo court, fat girl contest and many other unique events will be enjoyed almost daily, with many features of impromptu entertainment.

•CUYAMACA STATE BANK

Commercial Savings

A LOCALLY OWNED INSTITUTION
El Cajon, California

•KNOWLES HOUSE

HOME COOKED MEALS
BREAKFAST - LUNCHEON - DINNER

Telephone 702 El Cajon

•A. ROBERT HUNTER, REALTOR

Specializing in El Cajon Valley Ranch
Properties of Every Description
135 W. Main St., El Cajon, California

•HOMER A. DOW

Authorized Ford Dealer
Gas — Oils — Towing — Storage — Rest Rooms
Phone El Cajon 101—El Cajon, California

•DAVID B. RAEURN

THE MAIN STREET MERCHANT
— HARDWARE —
Our Prices Sell Our Merchandise
162 MAIN STREET

•EL REAL CAFE

AND MODERN HOTEL
Excellent Food Served on Colored Pottery
Midway Between Riverside and San Diego

Phone Fallbrook 13 Fred Leach—Grace Leach
Fallbrook

JIM'S SHOE STORE
Harness and Shoe Repairing, Shoes, Rain Coats
Colonial Rug Weaving
J. E. Gillan, Proprietor Fallbrook, Calif.

Palace of Photography

The Palace of Photography is an annex of the Palace of Science. The \$50,000 Eastman Kodak Co. exhibit is its outstanding commercial feature, and includes a complete projection room and a new photographic color process which eliminates many camera accessories. It is predicted this will revolutionize motion picture and still photography within five years. The actual making of films, film bases, lenses and other photographic equipment is shown, in addition to the most complete X-ray exhibit ever shown. The importance of photography of various types in industry, social and artistic activity, and in medicine is deeply impressed by the study of this extensive and imposing display.

SALON OF PHOTOGRAPHY

The Salon of Photography is located in the Palace of Science. This exhibit of a phase of modern art is the Fifth Annual Salon of Photography and is presented under the joint sponsorship of the California Pacific International Exposition and the Pictorialists of San Diego.

All entries were made by invitation, 10,000 of which were mailed to all parts of the world to leading exponents of the art. More than 30 countries are represented in the exhibit, which covers every phase of photography, portraits, action newsreels, modernistic mechanical photos, snapshots, landscapes, etc. Many of the entries are as artistic as any picture ever created by a master.

Exhibits by America, Germany, Czecho Slovakia and Japan are the most noteworthy. America is by far the most prolific producer of photographic art and the most versatile. Germany and Czecho Slovakia are distinguished by their extremely modernistic, impressionistic pictures taken from freakish angles, with sharp and startlingly beautiful results. One school of Japanese photographic art nearly reproduces the dainty, exquisite prints which were painted in black and white by ancient artists.

Imagination and artistry enter strongly into the making of beautiful masterpieces of photography, and the many fine examples command the admiration of all.

LA JOLLA = the Jewel

The Pleasure of Your Exposition Visit Will Be Heightened by a Trip to This beauty spot of the Pacific Coast. The Advertisers Listed on This and the Following Page Stand Ready to Serve You.

•LA JOLLA SPORT SHOP

Sports Clothes, Hats and Accessories
7862 Girard Avenue

•LA JOLLA TRUCK CO.

Transfer, Storage
Packing and Shipping
7826 Herschell Ave.
Phone La Jolla 3255

•LA JOLLA BEVERAGE SHOP

Quality—Courtesy—Service
Imported and Domestic Liquors
Wines and Beer
Free Delivery
1047 Wall

•SACK'S SUPER SERVICE

L. J. Sackett, Prop.
Complete Automotive Service
Mechanical and Electrical Repairing
Gas and Oil, Lubricating, Tires, Batteries
6710 La Jolla Blvd., Phone L. J. 2475

House of Hospitality

The southeast corner of the Plaza del Pacifico is occupied by House of Hospitality, the meeting place for out-of-state visitors to the Exposition, and place where visiting dignitaries are entertained. Rooms for refreshment and reception of prominent guests surround a beautiful patio centered by a splashing fountain. The building itself is one of the permanent structures of Spanish Colonial architecture.

Around a second story balcony overlooking the patio range studios of various sorts and the official reception rooms of the Federation of State Societies.

Visitors from all over the nation will be able to locate friends and relatives who formerly lived in their home towns through the unique service offered by the Federation.

R. G. Hunter and Elma I. Danford, both known throughout the mid-western states and thoroughly acquainted with points of interest in San Diego, are in charge of the lounge, where visitors may find a hearty handshake and a pleasant welcome to the city. A complete file of registration is kept, whereby former residents of any town who have either registered with the Federation of State Societies or with the Exposition may be located quickly. Information is also available regarding roads, resorts, and all places of interest in Southern California.

Because California is a mecca for persons from all over the nation who have tired of extreme climatic conditions and have settled in the Golden State, there are thousands of members of the Federation of State Societies. Various special days have been planned (see calendar elsewhere in this magazine) on which visitors from, and former residents of, any of the mentioned States will gather together and renew old ties of friendship. Many social events for each of these days have been planned, with community picnics as a special feature.

2

Stone tools, some of them more than 200,000 years old, form an interesting exhibit in the anthropology wing of the Palace of Science.

**•SIBLEY & DUNN
REAL ESTATE and INSURANCE**

1022 Silverado St.
Telephone L. J. 2145
ROBERT W. SNYDER, ASSOCIATE

•ADAMS REALTY COMPANY

Attractive Rental Listings
Sales — Investments — Insurance
1049 Wall Street, La Jolla
Phone La Jolla 3405

•MODEL MARKET

T. M. Patz
Groceries — Meats — Fruits — Vegetables
Phone La Jolla 3488
We Deliver

Telephone La Jolla 3242
MRS. LOUIS J. RICE
The Home Finder—Realtor
1018 Silverado

OTHER RESPONSIBLE LA JOLLA FIRMS
ARE LISTED ON THE FOLLOWING PAGE

•CALIFORNIA PUBLIC MARKET

Fancy and Staple Groceries — Bakery Goods
Bakery Goods FRESH From Our Own Bakery Daily
Meats and Fish—Free Delivery
Phone La Jolla 2168—Phone 2730 7834 Girard Ave.
La Jolla, California

•THE LITTLE SHOP

7850 Girard Avenue
Coats — Hats — Accessories
Sports Clothes — Afternoon Gowns — Evening Gowns
La Jolla, California

•FRISBEE'S GARAGE

Phone La Jolla 2441
7821 Fay Avenue
Complete Automotive Service
La Jolla, California

•E. L. BREWER

Residence Rentals of Every Type
Real Estate — Rentals — Insurance
La Jolla 2303
7818 Girard Ave., La Jolla, Calif.

•MARINELLO BEAUTY SHOP

La Jolla 3477
PERMANENT WAVING
7858 Girard Ave., La Jolla, Calif.

•ALLAN TRAVEL SERVICE

Elizabeth P. Allan, Managing Director
All Modes of Transportation
"Our Personal Service Insures
Your Travel Satisfaction"
La Jolla, Calif., Phone 3270

•THE GARDEN SHOP

FLORISTS
Frank Garty
Flowers For All Occasions
F. T. D. Service
Telephone La Jolla 2296, 7824 Girard Avenue

•SILVERADO BEAUTY SHOP

Expert Work in All Its Branches
1020 Silverado St.
Telephone La Jolla 2052
La Jolla's Most Complete Beauty Shop

**BLACK'S
Service Station**

H. D. Black, Prop.
100% GILMORE PRODUCTS
LA JOLLA

•MARTIN'S DRUG STORE

7912 Girard—Phone L. J. 1679
Prescriptions a Specialty
Drugs — Toilet Articles — Soda — Cigars
Candy — Wines and Liquors
FREE DELIVERY

•LORRAINE SPECIALTY SHOP

935 Silverado Street
La Jolla, California
Dresses — Novelties
Hosiery and Hemstitching

•QUALITY CLEANERS

Ladies' Work a Specialty
Hats Cleaned and Blocked
Phone L. J. 2746—Alterations and Repairing
912 Silverado, La Jolla, California
Free Delivery
Mrs. J. C. Hicks

•THE TORII SHOP

Specializing in
Toys — Gifts — Hand Bags
Home Accessories
7843 Girard Avenue

•HOME RANCH

Fried Chicken with Fresh Hot Biscuits, 30c and 75c
The Home of Real Food
Mrs. A. Burson, Prop
11 Miles North of San Diego
101 Highway, Rose Canyon

•BRADLEY'S FOUNTAIN LUNCH

Home Cooked Food
Beer — Wine
1000 Prospect, La Jolla

Blue Sea Cottages**LA JOLLA**

On Los Angeles—San Diego Highway
115 Miles South of Los Angeles
14 Miles North of San Diego

OPEN ALL YEAR

PHONE LA JOLLA 2715

CODE: BLUESEA, LA JOLLA

**La Jolla Canyon
Clay Products Co.**

Roof and Floor Tile — Pottery

P. O. Box 712

Rodriguez Bros.

LA JOLLA, CALIF.

Indian Village

The Indian Village, located at the extreme north end of the Avenue of Nations, reproduces the famous Taos Pueblo settlement of New Mexico. Representatives of every tribe of Indians now extant in the Southwest, including 19 California tribes together with dozens from Arizona, Colorado, Nevada and New Mexico, are housed in the quaint primitive buildings of great archaeological and anthropological interest.

Great Indian civilizations are depicted in their communal life, including dances, ceremonial rites, and the art and culture of tribes. The majestic appeal for rain of the Hopi Pueblo Indians forms one of the most spectacular rites.

Members of the various tribes are seen living in their daily life exactly as they do in their home pueblos on the sun-baked mesas of the Southwest. Tools and utensils are the same, their home arts of rug-weaving, silver working, hand painting, and jewel cutting are the same—all in the daily routine to them, but offering a unique spectacle to visitors.

One of the most interesting features of the Indian Village is



•Taos—the Indian Village

the underground kiva, a circular room with carved seats around the walls, where sacred religious rites are held. It is reached through a small opening in the top which may be covered in such inconspicuous fashion that the knowledge of its existence would never be known to strangers, perhaps offering a safe retreat in case of ancient attacks.

Magnificent displays of native handicraft in silver, weaving and pottery, represent the culture of a civilization which took definite form from the peculiarities of the people, just as the civilizations of Rome, Greece, Egypt and Babylon took form from the beliefs of their people.



An international marathon over the classic distance of 26 miles, 385 yards will be run May 30 from Agua Caliente to the Exposition grounds.

•WOMAN'S EXCHANGE**The Yarn House**

Tioga and Imported Yarns—with Instruction
1360 Orange Avenue, Phone Cor. 180, Coronado, California

•T. F. CARLIN

W. STUART WOODSON

A. J. GRAY

REAL ESTATE — RENTALS
INSURANCE

1136 Loma Phone Cor. 98

CH. C. HOLLAND JEWELRY CO.

WATCHMAKER — JEWELER
Dr. E. F. Arritt, Optometrist

1130 Orange Avenue
Coronado, California

•THE WORK BOX

Yarns for Hand Knitting — Gifts — Children's Wear

1166 Orange Avenue, Coronado, Calif.
Bess L. Cowden—Bianche C. Anderson—Phone Cor. 969-J

•QUALITY FOOD SHOP

Home Cooked Lunches and Dinners
Home Made Pastries Served and to Take Out
Fountain Service

No. 932 Orange Ave. Phone Cor. 1689 Coronado

GUARANTEE GARAGE

Since 1917

Chevrolet Sales and Service
915-931 Orange Ave., Coronado

Repairing of All Makes of Cars—Exide Battery Service
Accessories—Washing and Polishing—United States Tires
and Service—A Complete Machine Shop

•REAL ESTATE

Garnet Ave. and Mission Blvd

PACIFIC BEACH

Telephone Pacific Beach 565
Isabel G. Woody — Jessie L. Jelliffe — Wm. L. Jelliffe

•VIRGINIA "D" CAFE

Cor. Cass & Garnet Pacific Beach

Beer on Draught and Bottled

SUNDAY TURKEY DINNERS

Breakfast at 7 A. M. Short Orders

Edward and Virginia Dorman

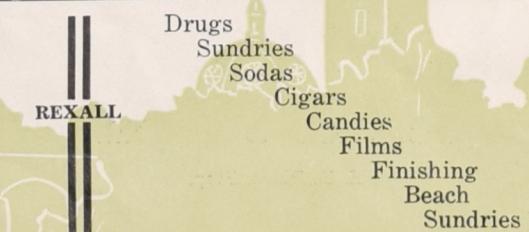
•K & K FOOD MARKET

Telephone Pacific Beach 655

Corner Cass and Garnet, Pacific Beach, Calif.

GROCERIES — MEAT — DRY GOODS

A. M. Kirkeeng—A. R. Knox

**Dunaway's Pharmacy**

Dunaway Building, Pacific Beach

San Diego Zoo

The world-famous San Diego Zoo, housing more than 2500 specimens of wild animals, birds and reptiles brought together from all over the world, is located in a vast 160-acre tract whose entrance is on the Avenue of Nations.

World authorities state that the San Diego Zoo is second only to the Bronx Zoo of New York, and that in numbers of animals only, and that the exceptionally fine specimens of this Zoo are given the best quarters of any place in the world. Mild San Diego climate makes it possible to keep the animals in outdoor cages with natural grottoes, swimming pools, large runs, and every imitation of their natural habitat.

The only mountain gorillas in captivity are the outstanding feature of the collection. This splendid pair, named Ngagi and Mbongo, are crowd-conscious, and show off in great glee for visitors, displaying almost human intelligence.

There is also Maggie, a huge auburn-haired orang outang, whose placid disposition and clever fingers make her a general favorite. It would be useless to attempt to enumerate the extent of the many fine exhibits, but all the animals show the effect of their happy location in mild climate, clean housing and careful, natural diet, and display a friendly temper which is appealing to visitors.

The Zoo is permanently sponsored by the Zoological Society of San Diego. Harry M. Wegeforth, M. D., and Mrs. Belle Benchley, Executive Secretary, are largely responsible for its excellence and steady growth. Large donations by the late benevolent Ellen Browning Scripps and other public-spirited San Diego citizens have demonstrated the great interest in the project.

A bus is available for extended trips through the entire Zoo, which due to the effort to select perfect locations for various groups of animals, is spread out over a large area. However, it is suggested that visitors take an entire morning and pursue a leisurely walking tour for full enjoyment.

Christian Science Monitor Building

The Christian Science Monitor Building lies south of the Organ at the head of the Palisades group.

The Christian Science Monitor is an international newspaper, not a religious publication, with the stated aim to "injure no man and to bless all mankind." The exhibits of the building carry out that purpose and demonstrate the principles of clean journalism, truthful advertising and world-wide circulation of the paper.

A reading room for convenience of visitors offers a restful place to read both the journal and a display of writings and publications of the founder of Christian Science, Mary Baker Eddy.

•

The most colorful event of the Exposition season will be the visit of President Franklin D. Roosevelt, which is expected to be during one of the two United States Navy concentrations. First of these will be June 29. The other will feature a massed flight of naval planes and will take place in August.

**•VAN DORSTON & PAYNTER REALTY CO.****RENTALS****SALES**

Insurance
3812 Mission Blvd., Mission Beach

•HELEN'S DINING ROOM

4342 Ingraham, on the Causeway, Pacific Beach

Also

BAYSIDE CAFE

3715 Mission Boulevard, Mission Beach

•HARRY K. TURNER
Mission Beach Realtor & Insuror

Lots, Houses, Rentals, Insurance, Financing, Building, Notary
"Live Twixt Bay and Spray"
3740 Mission Boulevard (Business Center)
Phone Pac. Bch. 388—Mission Beach, California

•MACK'S DRUG STORE

In the Heart of Mission Beach

Modern — Convenient — Friendly

Let us Serve You While in San Diego

OVER 10 YEARS OF DEPENDABLE SERVICE

Also Wines and Liquors

DINE AND DANCE AT THE MISSION CASINO

Choice Wines and Beers
3714 Mission Blvd.—G. J. Nelson, Jr.

MISSION BEACH HARDWARE AND SPORT GOODS STORE

Hardware, Paints, Sporting Goods and Toys—C. J. Pappert, Prop.—3795 Mission Blvd.—Phone P. B. 725—Mission Beach

SEAGIRT GROCERY
Independently Owned
3834 Mission Blvd.
Open Sundays**LORENE'S BEAUTY SHOP**
3756 Mission Blvd. — Pacific Beach 203
Lorene Bollinger—Mission Beach, Calif.**•LITICKER'S WINE HOUSE**

4955 Voltaire St., Ocean Beach
Free Samples Northern California Wines
Beer — Liquors — Bulk Wines
Free Delivery—Phone B. V. 9417

•The Cletis Wagner Beauty Studio
Phone Bayview 0740

5058 Newport Avenue
Ocean Beach, San Diego
Established 1923

•CAUSEWAY BAIT HOUSE

Phone Hill. 7552
24 Hour Service—Night Bell
Opposite Marine Base

Reliable Fishing Information and Supplies
"Right on Your Way"

•MUSANTE'S LIQUOR STORE

Next to Hotel Jacumba
All Nationally Advertised Products
Imported Goods — Bulk Wines — Coast Prices
Phone Jacumba 2
"If You Can't Find It At Musante's
Liquor Store, You Don't Want a Drink"

**•FOR REAL ESTATE AND
RENTALS SEE DISINGERS**

At Imperial Beach, P. O. Block
Ph. C. V. 8704-R-3

•NIXON'S STORE

Groceries — Meat — Vegetables
Wines and Beer
COTTAGES FOR RENT
Imperial Beach

COMPLIMENTS OF

HARRY M. UNNA

IMPERIAL BEACH

**•IMPERIAL BEACH
BATH HOUSE**

CAFE AND DANCE HALL IN CONNECTION

•Imperial Beach Service Station

Petroleum Products — E. O. Clark
At the End of the Silver Strand
BEACH COTTAGES FOR RENT
Imperial Beach

•JAMACHO JUNCTION**OAKIE'S GROCERY**

15 Miles From Plaza on Campo Road
Free Camping for All Tourist Visitors
\$1.00 per month for Rest Room Conveniences

Lunch Room in Connection

Compliments of
RICHFIELD OIL & GAS
at
BONSALE

Milner's Cafe and Service Station
All Night Service
Complete Dinner 40¢
Jacumba

•BLUE BIRD SANDWICH SHOP

Good Coffee, Pies and Pastry
Private Parties When Notified—No Cover Charge
Cold Bottled Beer—Hamburgers—Coneys
TIA JUANA (101) HIWAY
Near Palm Ave.

•D & B CAFE

Jim Briggs, Proprietor

**CHOICE STEAKS
GOOD COFFEE**

Cleanliness and Courteous Treatment
Jacumba Hot Springs, California

Exposition Gardens

Three principal beauty spots of the Exposition are the true reproductions of the La Casa del Rey Moro gardens of Ronda, Spain; the Alcazar public gardens of Seville, and the home-created California gardens.

Richard S. Requa, the Exposition's supervising architect, sponsored the duplication of the famous Moro gardens, which lie immediately south of the sumptuous House of Hospitality. On a tour of Spain, several years ago, Mr. Requa made a special trip to the obscure town of Ronda, about a hundred miles north of Gibraltar, to see the original gardens which surround the legendary "House of the Moorish King," and have been reclaimed by the present owner, the Duquesa de Parcent.

The Moro Gardens are correct in important detail, although due to topographical problems, the replica is 43 feet wider and 52 feet shorter than the original and appreciably larger in area. Addition of lighting and concealed flood lights adds to its beauty.

Following natural declivity, the Moro Gardens of the Exposition consist of three levels. Nearest the House of Hospitality is the level treated in strictly Andalusian manner, nearly all tiled. Considerable planting of trees, shrubs and clipped box fill the second level. The lowest level culminates the picture.

The uppermost level is provided with tile seats, splendidly yellow and blue in color. Paving of unglazed flat bricks in basket weave designs with small colored insets; a beautifully executed marble Spanish fountain with polychrome base, and plotted beds of clipped box present a picture of the Old World.

Seven feet below, reached by a balance stair with grotto landing, is the flower garden, with box edging trimmed into pyramids; rose beds and small shrubs. A niche fountain tinkles here, too.

Another balance stair drops to the lowest level, embracing a tile-lined pool.

How the original Ronda garden was created is an interesting story. The present owner of the estate, planning its restoration, insisted upon a garden, although rocky hillsides and jagged precipices baffled landscape architects. Finally Forrestier, a Frenchman, took the difficult commission. With prodigious labor a garden was created, rising almost perpendicularly from the chasm of the Guadalevin River, and connected by a crude stair cut in solid rock up which the vassals of the ancient Moors had carried water to the villa above.

THE ALCAZAR

Between the Palace of Parent and Child and the S. D. Museum Annex on the Avenue of Palaces lies the classic Alcazar garden, a reproduction of a section of the classic Alcazar garden of Seville, Spain. Its flat contour is brightened with colored tile benches and border coping. Low pools intersect paths which border huge beds of lawn and small flowers. Arched gateways lead into the garden, which presents a striking contrast to the Moorish reproduction.

CALIFORNIA GARDENS

Originated by W. L. Van Schaick of the building and grounds committee, the California Gardens differ entirely from the Spanish reproductions, lying behind the great outdoor organ. Horticultural organizations from all over California donated parts of the artistic layout.

One of these parts was executed by Fred H. Wylie, San Diego designer and builder of rock gardens. More than 50 tons of lichen-covered rock went into the Oriental theme of the section.

Growths typical of every section of California are found in the California Gardens. Visitors who live in climates unlike that which are enjoyed in the state will see plants growing in the open which are known only in greenhouses of their home communities.

Ford Music Bowl

In a wild and tree-dotted canyon adjoining the Ford Building at the tip end of the Palisades group lies the Ford Music Bowl where brilliant musical events are held in a setting of natural beauty.

Designed by Vern O. Knudsen, Ph. D., the bowl is the world's most perfect in acoustic properties. Laid out according to recognized standards, a radical departure has been made in the shape of the reflecting surfaces of the shell, and in treatment of light recesses, so that former defects have been entirely overcome, shutting out all sounds but that of the music.

A full symphony orchestra can be accommodated on the platform, the face of which is a colorful hedge. Plants and vines festoon the retaining walls and effectively drape the jambs on either side of the great shell.

A great symphony orchestra, composed of 80 skilled musicians, will give concerts here from time to time. Other musical events of note will also be staged in the Bowl, which in spite of its feeling of intimacy, can seat 3000 persons.

A curious incident occurred during the excavation of the Bowl. The petrified bones of a whale more than a million years old were uncovered by workmen. The find was made at a site 170 feet above the present sea level. More than 12 feet of vertebral column was uncovered as the work continued.

Clinton Abbott, director of the Exposition's Palace of Natural History, examined the bones of the prehistoric creature. From this examination, coupled with consideration of the geology of the site, he said the animal had been a denizen of the pliocene period and was probably about 70 feet long. The present California Gray Whale is probably related in species to the ancient monster.

Venetian Glass Blowers

Skilled craftsmen from Venice, Italy, demonstrate the age-old art of Venetian glass blowing in a \$15,000 building located on the Midway just opposite Midget City. Among their number are two of the world's most famous exponents of the art—Eduino Ferra and Ortensio Dal Moro—who trace their families' glass blowing craft back more than 700 years.

The display was one of the major attractions at the Chicago Fair and is one of the most spectacular of this Exposition. Glass blowing is an art handed down from the days of the earliest Egyptians. It flourished during the splendors of medieval Venice and since that time has been handed down from father to son. Molten glass is blown into many varied forms and designs, and no two pieces can be made exactly alike.

St. Francis Chapel

The beautiful Chapel of St. Francis, patron saint of the mission fathers of the West, is found in the San Diego Museum Annex building, opposite the tower. Rough-hewn beams, uneven window edges and a rude shrine are typical of the Franciscan chapel of early days. Combining the serene dignity of the church with an air of intimate warmth, this gem of mission decoration and design has for years been one of the beauty spots of San Diego. In addition to its decorative appeal, the Chapel of St. Francis has a strong romantic influence. In the past few years so many weddings have been performed before its lovely altar that San Diegans refer to it as the Pacific Coast's "Little Church Around the Corner."

Concealed radio loud speakers throughout the Exposition grounds will carry regular announcements of interest to visitors, as well as being used for broadcasting the Exposition's musical events.

•BANKHEAD SPRINGS

HOTEL, GROCERY STORE
SERVICE STATION

B. W. Horr

•THE SANTA YSABEL STORE

General Merchandise
Indian Baskets and Pottery
J. A. McDaniel
Santa Ysabel, Calif.

•BUTTE CAFE

STEAK DINNERS
Special Turkey Dinner Sundays Only
Don Leon Wine — Beer
B. O. Young, Prop.

•COZY LUNCH CAFE

Home-Cooked Meals
Julian, Calif.

Compliments

•THE TOZER DRUG STORE

PREScriptions
Soda Fountain, Films, Drugs and Sundries
Clayton Nelson Tozer, Prop.

Compliments of

•JULIAN GARAGE

A. E. Blanc, Prop.
Phone Julian 11 Day — 15 Night

Open Every Day—Phone Ramona 5-J-13

**Solana Beach Drug Co., Inc.**

McKesson
SERVICE
The STANDARD OF QUALITY

W. B. KURTZ
REGISTERED PHARMACIST

Solana Beach, California

FOUNTAIN — BREAKFAST

LUNCHEON — DINNER

Imported and Domestic Wines and Liquors

Cafe of the Worlds

A huge restaurant of excellent cuisine, colorful decoration and distinct entertainment is the Cafe of the Worlds, occupying a Spanish Renaissance Palace at the northeast corner of the Plaza del Pacifico.

National dishes of many countries are served, in addition to a wide selection of American foods. Girls dressed in the holiday costumes of Italy, Japan, Switzerland, Spain and many other nations act as hostesses. Entertainment nightly presents night club features with a foreign nations' motif.

The main dining room, which seats 850 guests, creates the illusion of a Spanish courtyard, graced with palms and open to the sky. It is furnished in Monterey style throughout, with portraits of the rulers placed in niches of a unique "El Parque de Pavoreales," or "Peacock Alley." A private dining room can accommodate 125 persons. Outside, around an illuminated fountain, 400 more persons can be seated.

The Cafe of the Worlds is operated by J. S. Madill, nationally-known exposition executive who conducted a similar cafe at Chicago. The operation is under the direct management of Victor L. Bronnais, prominent restaurateur who recently operated the Turf Club at Santa Anita race course. He has also been with the Town House in Los Angeles, the St. Francis in San Francisco, the Norconian Club, Palm Springs Hotel, and the Hotel del Coronado of this city.

Presiding over the huge kitchen and heading a crew of 50 cooks, is the famous chef, Louis Albers, who served Marshal Foch of France, and subsequent to the World War directed the culinary activities of the largest Continental hotels. He is a past master in the art of preparing distinctive dishes of various nationalities.

The Cafe of the Worlds is the only fully equipped restaurant on the Exposition grounds.

Japanese Pavilion

A bit of the ancient East, transplanted to a Western setting, is the Japanese Pavilion, reached by a shaded lane from the Avenue of Nations just north of the Palace of Foods and Beverages, or by winding path back of the Botanical Building.

With its peaked roof and fluted eaves, its cool porches and airy rooms, the pavilion grips the imagination and fancy of all who enter. One of the roof ornaments is a shachi fish, a symbol of good luck ready to devour all devils to protect its inmates. A folo bird, symbol of immortality, bids long life and health from its place just over the entrance. Costumed Japanese girls deftly serve fragrant tea and crisp rice cakes and smile their Eastern hospitality to Western guests.

Japanese cedars and wistaria predominate everywhere in the unique gardens surrounding the quaint Oriental building. An array of Japanese floral life fills the gardens and surrounds the pool over which is flung the tempting folo bridge.

The steep semi-circular folo bridge is known as the "bridge of long life." A legend relates that he who is able to cross the bridge without slipping is assured of long life.

* *

The romantic story of the building of an empire—the Golden West—will be told in an entertaining moving picture to be shown at the Exposition.

LAKESIDE CAFE
FOUNTAIN SERVICE
BALBOA BEER
Lakeside, Calif.



Designers and Makers of
'Brayton Laguna Pottery'
Reg. Trademark
1450 Coast Blvd. South

Dinnerware, Artware and Tiles of Quality and Distinction in a Great Variety of Colors

Visitors Welcome



Papayas!

The Wonder Fruit of the Tropics
Delicious! Healthful!
Appetizing!

This marvelous fruit is being grown under glass in the Paxton Conservatories at Encinitas, California, and has the genuine tropical flavor. Endorsed as a health food by many prominent physicians.

The Papaya is served like the muskmelon, and is seasoned to taste with salt, pepper, sugar, lime or lemon juice. It is also served as a fruit cocktail, and as a dessert.

For sale by leading dealers in fancy fruits in Los Angeles and San Francisco, also at the Tropical Fruit Stand in Exposition Building.

GRAHAM'S LUNCH

HOME COOKED FOOD

We Carry Extra Rich Fruit
Flavored Ice Cream

123 North Coast Blvd., Laguna

Stella's Cafe

HOME COOKING

We Help You "Treat" Her Right

Third Avenue and Coast Boulevard
So. Laguna

ESTELLA M. MULL, MANAGER

We Specialize in
Color Matching and Striping

ROY MINOR

Auto Painting

Body and Fender Repairing

Phone M. 9237
1304 India St.

The EASTERN HERB Co.

offers
OVER 5000 VARIETIES OF CHINESE HERBS

Tested by centuries of actual use in China—Chronic disorders can be relieved. Definite gain against all diseases and ailments can be obtained. Try these Herb remedies. They have long ago proved their worth by showing results. Remember Health is Happiness and Happiness is the Wealth of Life

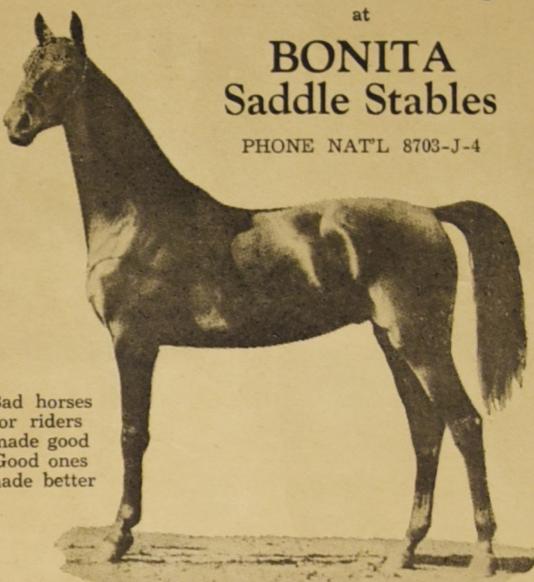
THE EASTERN HERB CO.
20 years in San Diego
1156 7th St. near B
Opposite the San Diego Sun

Mason's School of Riding

at

BONITA
Saddle Stables

PHONE NATL 8703-J-4



Bad horses or riders made good
Good ones made better
Ride in the Beautiful Bonita Open Country on trained saddle horses, 5 or 3 gaited
Instruction in horsemanship and riding a specialty

20 Minutes from San Diego via National City Bonita, Calif.
J. E. MASON, MASTER

Taxicabs and Limousines

BLACK & WHITE CAB CO.

FRANKLIN 3163

Commercial Printing and Publications



HILLCREST NEWS

3918 Fourth Ave. . Hill. 2040 . San Diego, Calif.

WE BUY AND SELL
AUTOMOBILES
OF ANY DESCRIPTION



Main Location for High Grade Cars—Fully Guaranteed
Warren Patrick

PATRICK AUTO MART
1290 and 1440 University

Phone Hillcrest 3424

LUMBER
HARDWARE
WALLBOARD
CEMENT
IMPLEMENT

**BOSTONIA
LUMBER CO.**

A. J. MONTEVERDE

P. O. Box "W"
Bostonia, Calif.

Phone El Cajon 201
Res. El Cajon 372

VISIT THE
Big Boy Grill

801-4th Avenue
San Diego

Dine and Dance

Grill Serving the Finest Foods

Floor
Shows
Hourly



Dancing
Afternoons
&
Evenings

YOUR PLACE FOR A GOOD TIME

Mario Cardinale

Pat Colonnelli, Mgr.

16 Mi. East of San Diego

The New Modernistic

**BOSTONIA
BALLROOM**

The Finest Floating-Felt, Air Cushion
Dance Floor in the Southwest

DANCING—Every Saturday Night

Ballroom and Cafe Available for Private Parties Throughout
Week. Reasonable Rates. Ph. El Cajon 121

Hamilton Judy and His Famous Orchestra

LIQUOR HEADQUARTERS
for San Diego

Bottle Houses

No. 1—3241 Univ.—R. 9258
No. 2—823 W. Wash.—H. 6977
No. 4—3021 Juniper—R. 9363

(WE DELIVER)

WHEN IN TIJUANA
VISIT THE

**Midnight
Follies**

LARGEST CABARET BELOW THE BORDER

The Best of Wines and Liquors

Floor Shows Dancing

YOUR PLACE FOR A GOOD TIME

Mario Cardinale, Prop.

Pedro Scamacia, Mgr.